



FOR IMMEDIATE RELEASE

LAUSD AND DISNEY TO JOIN FORCES TO TRANSFORM LEARNING THROUGH IMMERSIVE CREATIVE LEARNING EXPERIENCES

New partnership expands access to storytelling, animation, and innovation for all LAUSD students

[Feb. 24, 2025 - LOS ANGELES, CALIF.] The Los Angeles Unified School District is partnering with Disney to enhance learning across all grade levels. Aligned with LAUSD’s “Ready for the World” mission, this collaboration offers hands-on creative experiences for younger students and mentorship opportunities for older students.

Beginning in August 2025, Disney Creative Learning Labs will debut in select Los Angeles middle schools, offering hands-on experiences that inspire innovation and artistic expression.

“We are so excited to bring our love for creativity and imagination to local Los Angeles schools,” said Kristina Schake, Disney’s Chief Communications Officer. “By leveraging our resources, we want to make a meaningful impact on students of all backgrounds empowering younger learners with creative tools and guiding older students through mentorship opportunities.”

Disney will work directly with LAUSD to create a specialized curriculum for elementary, middle, and high school students. The company will also allow LAUSD students free access to Disney Parks, Disney Animation Studios, and ESPN Studios, with discounted rates for families. The partnership aims to inspire the next generation of creative leaders and changemakers and is designed to break down financial barriers and expand access to innovative education.

About LAUSD: The Los Angeles Unified School District (LAUSD) is the second-largest public school district in the United States, serving over 500,000 students across more than 1,000 schools. LAUSD’s *Ready for the World* initiative prepares students with opportunities to succeed in an evolving landscape.

About Disney: The Walt Disney Company is a leading entertainment and media enterprise with film, television, streaming, theme parks, and consumer products. With a legacy of innovation and creativity, Disney inspires audiences and fosters opportunities for the next generation of storytellers, artists, and creators.

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Contact Information:

Taneema Kulkarni, Director of Media Relations
Los Angeles Unified School District
trkulkar@lausd.org - (925) 270-7363

“Imagine Education”

Client: Los Angeles Unified School District (LAUSD) x Disney Backgrounder

The Los Angeles Unified School District is the second-largest public school district in the United States and the largest public school district in California by enrollment. Founded on July 1, 1961, the district has become pivotal in servicing most of Los Angeles and parts of 25 other cities. For the academic school year of 2024-2025, LAUSD estimated 409,518 total students enrolled in their K-12 programs.

LAUSD encompasses the superintendent and seven board members who serve different areas of the district. Alberto M. Carvalho has been the superintendent of LAUSD since February 2022. Before assuming this role, Superintendent Carvalho had several other academic leadership positions, including as the superintendent of Miami-Dade County Public Schools for 14 years and a member of the National Assessment Governing Board, appointed by the U.S. Secretary of Education.

Since becoming superintendent of LAUSD, Superintendent Carvalho has led the development and implementation of the District’s *Ready for the World* 2022-2026 Strategic Plan, a plan that aims that all students who exit the district can thrive in college, career, and life. LAUSD’s Strategic Plan has the backbone of five pillars which are academic excellence, joy and wellness, engagement and collaboration, operational effectiveness, and investing in staff.

The Walt Disney Company is a leading entertainment company with the goal to entertain, inform, and inspire people. Founded on October 16, 1923, by Walt Disney, the company has revolutionized entertainment. The company has over 100 subsidiaries including TV and entertainment networks, streaming services, theme parks, studios, and several other entertainment ventures.

Disney has 15 senior executives and 10 board members who lead the subsidiaries and their affiliates. Robert Alan Iger is the Chief Executive Officer of The Walt Disney Company. Iger was CEO and Chairman from 2005 to 2020 and returned in November 2022. The company and its leadership have emphasized experiences and corporate social responsibility since it was created.

Disney, headquartered in Los Angeles, is renowned for its immersive experiences and strong corporate social responsibility initiatives. Just 40 minutes from the city’s center, Disneyland Resort stands as one of the company’s most iconic destinations, attracting millions of visitors annually.

Disney's dedication to fostering creativity and new experiences aligns with LAUSD's mission to promote academic excellence. Through strategic collaboration, Disney and LAUSD can create meaningful opportunities that support innovation, education, experiences, and community.

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The
WALT DISNEY
Company

Feb. 24, 2025

****MEDIA OPPORTUNITY****

Grand Opening of Disney “Creative Learning Labs” in Los Angeles Middle School

10:00 a.m. – Monday, Aug. 11, 2025 – John Adams Middle School

WHAT: The official launch of Disney’s “Creative Learning Lab” will be taking place at John Adams Middle School. The school will host a first-hand look at this innovative educational space, designed to inspire creativity and hands-on learning. Attendees will get a first-hand look at all parts of the lab including interactive digital storytelling stations, STEAM-based learning modules, and creative media production spaces.

This event offers media coverage opportunities, including speakers and exclusive photo moments at Disney’s newly unveiled Creative Learning Lab, showcasing educational advancements for students.

WHO: The event is open to students, teachers, staff and faculty, media outlets, and the public. Space is limited for this event (RSVP is required). Featured guest speakers will include:

- Jennifer Cohen: Executive Vice President, Corporate Social Responsibility at Disney
- Alberto Carvalho: Superintendent of LAUSD
- Karen Bass: Mayor of Los Angeles

WHEN: Monday, Aug. 11, 2025

10 a.m.

Media check-in begins at 9:30 a.m.

WHERE: John Adams Middle School

Media Check-in is located inside the Auditorium (151 W 30th St, Los Angeles, CA 90007).

PARKING INFORMATION: Parking lot available behind the school (first come first served). Street parking is available in surrounding areas. No permit parking is required, but please be sure to read all parking street signs.

On the morning of the event, if you encounter any problems with parking or finding media check-in, please call LAUSD Director of Public Relations Taneema Kulkarni at 925-270-7363.

WHY: Disney and LAUSD have partnered to bring a transformative learning experience to students, equipping them with skills that blend creativity, storytelling, and technology. This initiative supports equitable access to innovative education, ensuring students from diverse backgrounds can engage in immersive, hands-on learning. The lab is part of Disney's broader commitment to investing in future generations by fostering creativity and education through meaningful partnerships.

RSVP: Is required by Monday, Aug. 4 to LAUSD Director of Public Relations Taneema Kulkarni at 925-270-7363 or trkulkar@lausd.org.

Requests for satellite truck parking should be made at the time of your RSVP.

Media contact: For additional information or media inquiries, please contact:

Taneema Kulkarni, Director of Media Relations

Los Angeles Unified School District

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LAUSD x Disney Collaboration Pitch

To: Lauraine Langreo, Staff Writer, Education Week, llangreo@educationweek.org

Subject: Disney x LAUSD: “Imagine Education” Collaboration Inspires Future Innovators

Hello Ms. Langreo,

I hope you're well. On behalf of the Los Angeles Unified School District (LAUSD) in collaboration with Disney, I'm reaching out to introduce “Imagine Education” to you. This innovative collaboration merges one of the largest school districts in the nation with Disney's renowned image of creativity and storytelling. “Imagine Education” aims to increase the immersion of learning and real-world experiences for LAUSD students.

Through this collaboration, LAUSD students will benefit from several initiatives, including:

- Disney “Creative Learning Labs” in LAUSD schools will bring Disney magic into traditional classrooms using interactive storytelling and STEAM-focused education. Disney educational materials will be further integrated into LAUSD classrooms, encouraging critical thinking, problem-solving, and curiosity.
- Free admission to Disney parks, ESPN Sports, and Disney animation studios for LAUSD students. Discounted admission for families to allow the entire family to explore, create, and innovate.
- Disney Mentorship and Internship Program will offer younger students mentorship from Disney professionals and exposure to creative career paths. High school students will receive internship opportunities and advanced mentorship.

By ensuring that students from all socioeconomic backgrounds have access to the same networking opportunities and creative tools, “Imagine Education” will promote equal educational opportunities. Disney's participation in this project further demonstrates its commitment to corporate social responsibility and proves a mutually beneficial relationship.

The campaign will officially launch this fall with the official launch of Disney's "Creative Learning Lab" at John Adams Middle School. We'd love to offer *Education Week* an exclusive behind-the-scenes look at the labs and unique photo opportunities. The event will also host a panel of speakers featuring Mayor Karen Bass, Superintendent Alberto Carvalho, and Jennifer Cohen, EVP of CSR at Disney.

This is a unique opportunity to showcase how "Imagine Education" is transforming the future of learning. Thank you for considering this feature for *Education Week*.

I have attached further background materials [here](#). Please refer to these for more information. We look forward to the possibility of collaborating with you.

Kind regards,

Taneema Kulkarni

Director of Public Relations, LAUSD

Opinion: LAUSD's New "Creative Learning Labs" May Change Students' Lives

New students are entering LAUSD classrooms this fall, and with them comes new technology. In a groundbreaking partnership between the Los Angeles Unified School District and Disney, new "Creative Learning Labs" will be introduced to classrooms. Learning is about to become much more creative and, for many students, life-changing.

The new "Imagine Education" initiative between LAUSD and Disney offers students hands-on experiences. The Creative Learning Labs, the heart of this partnership, will be stocked with several creative tools and programs. Disney-powered classroom spaces will help students recognize that these tools can equip them to make creativity their career path.

Our correspondent had an opportunity to visit these labs before they were released to the general public, and confidently said that the labs are not just about making school more fun. They represent an intentional shift in how students are prepared for a future driven by innovation and technology. Student engagement and equitable access to opportunities are urgent concerns and this initiative offers real-world solutions by placing creativity and education at the center of the conversation.

According to a conversation with Jennifer Cohen, the Executive Vice President of Corporate Social Responsibility at Disney, students can storyboard animation, engineer solutions to problems inspired by a Disney film, or collaborate on sports projects with the labs. Even more impressive is the companies' commitment to inclusion. Every student, regardless of their background will have access to these resources. This means students from underserved communities can develop critical thinking and professional skills, while also reshaping their futures.

This collaboration underlines the importance of mutually beneficial relationships and reminds us of what education can become when public institutions work directly with their corporate communities. With free access to Disney parks and studios and discounted family options, this partnership will ensure that the whole family keeps learning.

If we want to raise a generation of leaders, we need more initiatives like this. When you give students the tools to imagine, there's no limit to what they can create, or who they can become.

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