

This festive season, Disney Store is donating soft toys to charities across Europe, to help bring a touch of Disney magic to children in local communities. This is the tenth year soft toys have been donated, resulting in almost 180,000 Christmas gifts to date. This year, Disney's favourite character, Mickey Mouse, who is also celebrating his 90th Anniversary, has been chosen as the Christmas gift and soft toys will soon be making their way to local charities. Find out more about the UK and Ireland's chosen charities below.



In Kind Direct redistributes quality, usable products donated by some of the UK's best known manufacturers and retailers to charities working in the UK and overseas. In Kind Direct works with not-for-profit organisations and companies to help ensure that everyone has access to life's essentials and that no usable product goes to waste. Registered charity number: England & Wales 1052679



Together for Short Lives is the UK leading charity for children with life-limiting conditions and their families. There are over 49,000 children in the UK who have life-limiting conditions. Our role is to fight to support them to live as a full-filling a life as possible and ensure they and their families get the services they require and deserve. Registered charity number: England & Wales 1144022 and Scotland SC044139



MediCinema builds, installs and runs state-of-the-art cinemas in hospitals around the UK, giving patients and their families the magic and joy of a night at the movies together. MediCinemas are proper cinemas, specially designed to give a fully immersive experience while catering for the needs of all patients, even those unable to leave their beds. They give patients and their families a break from the ward and all the difficulties of being in hospital, increasing wellbeing and helping them feel better with film. Registered Charity No: England & Wales 1058197 and Scotland SC039704



CMRF Crumlin provide vital funding to Our Lady's Children's Hospital Crumlin and the National Children's Research Centre' Our Lady's Children's Hospital, Crumlin is Ireland's largest paediatric hospital. Our Lady's mission is to constantly improve the health and wellbeing of children and adolescents in a safe environment which is driven by quality healthcare and supported by excellence in Knowledge, Education and Research. Registered charity number: CHY 16735

Here's how you can get involved...

Visit the Disney Store UK Facebook page between 13th to 19th November, simply tag a friend to wish them Merry Christmas and for every tagged post we receive*, Disney Store will donate a Mickey Mouse soft toy to one of our chosen charities.

*For every tagged comment received between 13/11/2018 to 19/11/2018, Disney Store will donate a soft toy to a pre-agreed charity. Maximum of 8,000 soft toys to be donated across the UK and Ireland.