

FOR IMMEDIATE RELEASE

## Shanghai Disney Resort Celebrates Chinese New Year with a Magical Take on Traditional Customs and Experiences

*The resort welcomes guests to rediscover their childhood excitement and fall in love with the Chinese New Year holiday all over again*

**Shanghai, January 15, 2019** – Shanghai Disney Resort is ready to usher in an auspicious Year of the Pig and help guests rediscover the joy of this much loved holiday by celebrating Chinese traditions with a special touch of Disney magic. Throughout the entire Chinese New Year period, from January 19 to February 19, the resort will offer guests an unforgettable Chinese New Year experience, with abundant offerings and activities that will celebrate Chinese customs and create fun new memories for families and friends of all ages. From new seasonal entertainment, to exclusive new merchandise, food and beverage delights, and beyond, Shanghai Disney Resort is offering an exciting and magical Chinese New Year experience for guests from near and far.



The resort's brand-new holiday festivities were unveiled today during a Chinese New Year event held at the Shanghai Disneyland Hotel, where a host of celebrities gathered to share their own Chinese New Year memories and traditions. Among those participating were the renowned Shanghainese actress and leading film star, Pan Hong; internationally-recognized pianist, Kong Xiangdong; Olympic sailing champion, Xu Lijia; famous fashion designer, Ji Cheng; and the male lead performer of the Mandarin production of the Beauty and the Beast musical, Sun Dou'er.



The wide range of new shows and seasonal offerings across the resort will delight both local guests and those travelling to Shanghai from around the country and overseas. Underlining the celebrations this year will be the incredible Chinese New Year 2019 Firework Celebration: A Feast of Love and Light. On select evenings, special Chinese New Year fireworks will light up the night sky, and the hearts of guests, as beautiful colors and shapes dance overhead. Plus, for the first time ever, this year's guests can bring the entire family to enjoy an unforgettable reunion dinner in the resort's Shanghai Disneyland Hotel on February 4 and 5 - celebrating one of the country's most important traditional meals while surrounded by breathtaking Disney magic.

**Experience Magical Chinese New Year Customs with Every Step at Shanghai Disney Resort**

Echoing the time-honored tradition of decorating homes for the New Year, from January 19 through February 19, Shanghai Disney Resort will be decked out in festive décor to create an enchanting New Year atmosphere for guests, complete with vibrant Mickey lanterns, Chinese couplets, floral garlands, peach flowers, paper decorations, and more. Shades of red and gold will be seen throughout the park, the resort, with Chinese New Year melodies completing the immersive New Year experience.



Throughout the holiday season, Mickey Avenue will be covered in traditional holiday decorations designed to immerse guests in the festive experience from the moment they begin their holiday adventure at Shanghai Disneyland. Here, guests will also have the opportunity to meet Mickey Mouse and his pals, as well as Duffy, ShellieMay, Gelatoni and StellaLou dressed in their newest Chinese New Year costumes, and take pictures together in front of photo backdrops inspired by the New Year. Goofy will also make special appearances in his God of Fortune costume, bringing extra energy and excitement to the festivities.



To welcome in the Year of the Pig, and wish guests a prosperous year ahead, Hamm - the hilarious pig from the Toy Story films - will be featured throughout the resort, signifying luck and good fortune. In the Garden of the Twelve Friends, the pig zodiac will also be adorned with golden coins and red couplets, creating a special photo opportunity for guests. A beautiful archway and spinning centerpiece in the Gardens of Imagination will also help create happy holiday memories as guests pose for pictures with family and friends.

### **Disney Magic Adds Extra Fun to Chinese New Year Traditions**

Ceremonies and performances are an important part of Chinese New Year traditions, and this year, to welcome in the Year of the Pig, on January 25 - 26 and every day from February 4 - 10 and on the Lantern Festival (February 19), the nightly showing of Ignite the Dream: A Nighttime Spectacular of Magic and Light will be topped off with the Chinese New Year 2019 Firework Celebration: A Feast of Love and Light.

Each morning throughout the entire holiday season, guests can also witness a customary drum ceremony near the Storytellers Statue. Here, Mickey and Minnie Mouse will preside over a daily performance that fills each day with good fortune and happy wishes. At special times throughout the day, Mickey and his pals will also gather in Celebration Square to celebrate the New Year with a special performance of Shanghai Swing. The entertaining dance moment features characters and dancers in vintage Shanghai-style costumes for a high-energy show that encourages guests to swing along.



The Wishing Garden will return this year as the Garden of the Twelve Friends undergoes a festive transformation into a special holiday-themed garden, with celebratory decorations centered on Hamm's zodiac mosaic. Here, guests can write their New Year wishes down on wish cards - available in the Wishing Garden and at character meet and greet locations - then hang their cards in set locations around the garden area, sending out their hopes and dreams for a prosperous year ahead.

This year, guests can also discover a special Chinese New Year carnival at the Wishing Star Market in Disneytown, where they can continue their celebrations and shopping as they explore the diverse assortment of traditional Chinese snacks, and ornaments on display. In the center of the market, the Wishing Star Skating Rink will also provide fun skating experiences that guests of all ages will remember for years to come. The festive décor and charming photo locations throughout Disneytown will also give visitors another way to capture pictures and celebrate a prosperous Year of the Pig.



### **New Shanghai-inspired Surprises For the Holiday and Beyond**

Pan Hong, who recorded the Mandarin voiceover for “Once Upon A Time” Adventure, is helping spread the holiday spirit at Shanghai Disney Resort this year with the release of the first-ever Shanghaiese narration of the attraction’s opening scenes. On February 4 and 5, Pan Hong’s iconic voice will greet guest as they begin their Enchanted Storybook Castle adventure, witnessing the renowned story of Snow White set to a once-in-a-lifetime Shanghaiese soundtrack.



January also sees the roll-out of an all-new Mickey in Shanghai travel collection - the latest addition to the popular Mickey in Shanghai merchandise line unveiled in late 2018. The brand new Shanghai-themed travel collection is exclusive to Shanghai Disney Resort and features classic images of Mickey and Minnie Mouse, along with reflections of Shanghai's distinct culture, including iconic city landmarks, popular local snacks and Shanghainese phrases. From trendy totes, to travel accessories, apparel, home décor, treats, and beyond, the Mickey in Shanghai line, and its just-launched travel collection, provides a great selection of souvenirs to immortalize a visit, and great gift ideas for loved ones this holiday season.



### **Enjoy Family Reunions with Favorite Festive Flavors at Shanghai Disney Resort**

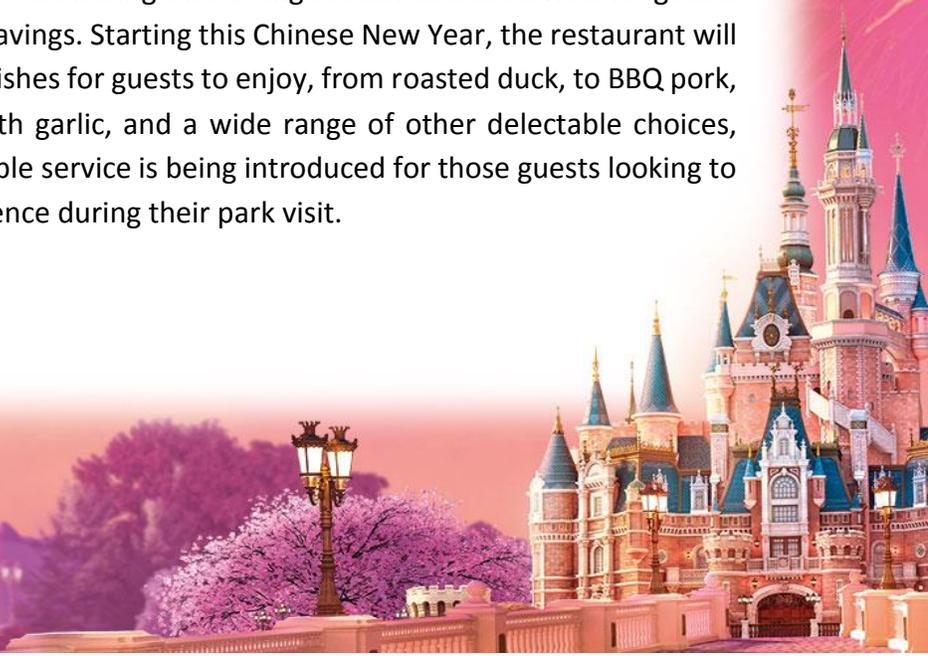
The reunion dinner is a longstanding tradition in Chinese culture, and is the most important meal of the year for Chinese families. For the first time ever, on February 4 and 5, Shanghai Disney Resort will host special reunion dinners in the Cinderella Ballroom at the Shanghai Disneyland Hotel, delivering a signature experience for families and friends. Presented in customary style, the sumptuous dinner service will include dishes that not only taste delicious, but are also a feast for the eyes - with beautiful presentations and auspicious overtones. During the meal, children can take a break from the table to enjoy traditional paper-cutting activities, sugar painting, and can even try making their own dumplings. Guests will also be able to relax and enjoy a live screening of the Chinese New Year Gala on televisions throughout the ballroom.





Lumière's Kitchen in the Shanghai Disneyland Hotel will also host a Chinese New Year Feast from February 3 to 10. Their magnificent buffet will include a wide range of fresh seafood, meats, traditional Chinese and western dishes and a vast variety of New Year-themed desserts that are sure to satisfy. Throughout the meal, guests will also have a number of opportunities to take family photos with Mickey, Minnie and other Disney friends dressed in authentic Chinese New Year costumes.

In the park, Wandering Moon Restaurant is offering a new range of dishes and services for guests looking to satiate their Chinese food cravings. Starting this Chinese New Year, the restaurant will launch a brand new series of Chinese dishes for guests to enjoy, from roasted duck, to BBQ pork, to Mongolian beef, plum pork ribs with garlic, and a wide range of other delectable choices, perfect for every palate. Plus, a new table service is being introduced for those guests looking to enjoy a more full-service dining experience during their park visit.



This year, the Royal Banquet Hall will debut a festive family reunion tabletop feast fit for a King or Queen for the Chinese New Year holiday. Designed to pamper guests with royal courtesy and a dash of Disney magic, guests will experience fairy tale delicacies with friends and family, including golden crab seafood soup, special Mickey-shaped braised pork knuckle, braised flounder, and much more, all served within the magical realm of the Enchanted Storybook Castle.



Remy's Patisserie and Il Paperino are also releasing a new selection of unique Disney dishes, including Mickey cupcakes and blueberry cheesecake topped with Chinese copper-shaped chocolates, and Mickey cinnamon donuts green tea and red bean ice cream. Chip & Dale's Chocolate Chestnut Skewers and a red bean soup with a cheese topping, available elsewhere in the park, will also provide the perfect remedy for those looking to satisfy their sweet tooth during the Chinese New Year season.



**Bring the Magic Home and Share Best Wishes for a Prosperous Year Ahead**

At this time of year, many people have fond memories of the new clothes and accessories they were gifted when they were young, as well as the red envelopes filled with auspicious blessings they received from senior family members. This year, Shanghai Disney Resort is honoring these beloved traditions by releasing more than 40 limited-edition Chinese New Year merchandise items that will serve as the perfect gifts for family and friends, with bountiful new items to take home in memory of the 2019 holiday.

The new Chinese New Year merchandise collection takes inspiration from customary colors and symbols in the Chinese culture. Vibrant red and gold hues reflect joy and prosperity, while the golden pig, lantern designs, couplets, gold ingots and other traditional elements help create a diverse array of holiday gift choices. Plus, Lucky Bags are back this year, filled with exclusive holiday merchandise inspired by Hamm the pig. Guests purchasing Lucky Bags will have the added chance to win roundtrip air tickets to Hong Kong, sponsored by China Eastern Airlines.



Guests can also find collectible new plush dolls, including Mickey, Duffy and their friends, dressed in traditional Chinese costumes. The classic red and gold colors carry over to the resort's trendy new fashion line, with cross-body bags, adult fleeces, stylish New Year Minnie ponchos and brand-new sequined Minnie headbands. The New Year shopping experience continues with exclusive limited-edition Chinese New Year pins, exquisite red packet sets, festive home décor and calendars, and other collectible merchandise that commemorates the New Year in an unforgettable fashion.





**Extend your Lunar New Year Celebration with a Stay at Shanghai Disney Resort**

Chinese New Year is the season to spend quality time with the family, and Shanghai Disney Resort is offering a breadth of activities for family and friends to enjoy together for days on end. For guests who aim to make the most of their magical New Year celebration, the resort's two hotels offer the perfect place to stay as guests enjoy a multi-day visit to the resort.

At the Toy Story Hotel, character-inspired lanterns adorn the entryway, the lobby, and beyond, with traditional decorations and bright Disney additions creating extra festive fun for guests. A can't-miss sculpture featuring Hamm and a mountain of golden coins delivers a warm welcome, and wishes guests a fortuitous Year of the Pig. At Shanghai Disneyland Hotel, guests will be greeted with impressive red and gold lanterns, gorgeous garlands, firecracker statues, and intricate peach wood decorations throughout the entrance and lobby, plus cheerful surprises including a meet and greet with Goofy in his Chinese New Year outfit and a host of other traditional Chinese New Year activities will be on offer. Guests can also choose to stay in themed rooms fitted with thoughtful decorations inspired by Chinese New Year Mickey and Minnie to complete their immersive holiday stay.

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## About Shanghai Disney Resort

Shanghai Disney Resort, the first Disney resort in Mainland China, is a place where friends and families can escape together to a whole new world of fantasy, imagination, creativity, and adventure.

The resort is home to the Shanghai Disneyland theme park, featuring seven lands, as well as two themed hotels - Shanghai Disneyland Hotel and Toy Story Hotel, Disneytown, a large shopping, dining and entertainment district, a Broadway-style theatre, Wishing Star Park and other outdoor recreation areas. Shanghai Disneyland is a Magic Kingdom-style theme park featuring classic Disney storytelling and characters but with authentic cultural touches and themes tailored specifically for the people of China.

Shanghai Disney Resort offers something for everyone – thrilling adventures, lush gardens where guests can relax together, and enriching interactive experiences, all with the world-class guest service that Disney is known for around the globe.

