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On Your Mark, Get Set, Go!
The 2019 Autumn Disney Inspiration Run Gets off to a Flying Start

Thousands of participants donned dazzling costumes, enjoyed beautiful scenery and great entertainment and took part in an immersive Disney experience on the opening day of the third Disney Inspiration Run.

Shanghai, October 19, 2019 – This morning, thousands of families, friends and fitness fans laced up their sneakers and made their way to Shanghai Disney Resort for an exciting first day of the 2019 Autumn Disney Inspiration Run. Dressed in an array of Disney-inspired costumes, participants were full of smiles as they took to the scenic 3.5KM and Kids Run courses.
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With nearly 10,000 runners in attendance today, the starting line was abuzz with excitement as Donald Duck, Mickey and Minnie sounded the horns for the respective groups and participants began their magical morning of fun and fitness. Along the way, runners were encouraged and greeted by a whole host of Disney Characters, including many Disney Villains making their first appearance in the race, as they posed for pictures in front of iconic Disney scenery, including the Enchanted Storybook Castle. The autumn season was celebrated as participants donned creative outfits and costumes in the spirit of Halloween, while those who enjoyed the Kids Run were also able to play games in Wishing Star Park during the exciting family day out.
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In the lead up to the Disney Inspiration Run, participants were invited to submit photos of their costumes on social media and take part in a brand-new dress up competition. Winners were then selected by a panel of judges and today had the once-in-a-lifetime opportunity to start the run at the front of the race, alongside a number of celebrities. At the end of the 3.5KM run, a special closing ceremony attended by Donald and Daisy Duck was hosted, celebrating the spirit of sports, fun and healthy living with loved ones.
Today also marked the return of the popular Kids Run at Wishing Star Park, where thousands of young runners and their families dressed up for a beautiful day outdoors. The Kids Run included a 100 meter dash, where kids were cheered on by Chip ‘n’ Dale, who appeared in their special Halloween costumes, and were presented with a unique medal after completing the event. Fun activities along the course encouraged kids to stay active and healthy.
The 2019 Autumn Disney Inspiration Run once again celebrates diversity and inclusivity and by working closely with local NGO, beYourEyeS, the Official Charity Partner of this year’s autumn run, the resort welcomed runners who are visually impaired to participate in the event. A total of 40 visually impaired runners and guides took part in today’s 3.5KM run. Tomorrow on October 20, a group of 50 participants with disabilities from Shanghai Sports Training Center for Disabled Persons plus another 10 visually impaired runners and guides will join the 5KM run.

SKECHERS once again sponsored the 2019 Autumn Disney Inspiration Run as the Official Presenting Participant, continuing their involvement from the previous two runs by supporting Shanghai Disney Resort to create a unique sports experience for all runners throughout the weekend. Chevrolet also returned as the Official Participant of the 2019 autumn run, with the
Chevrolet lead car taking its place on the starting line and with an interactive kids zone near the Kids Run area. Kang Shifu continued as the Official Water Sponsor, hosting a variety of activities in the activation zone to promote responsible recycling and educate young runners on how to better take care of the environment.

On October 20, a further 10,000 runners will lace up their sneakers for day two of the 2019 Autumn Disney Inspiration Run, which marks the return of the 5KM run as well as a second 3.5KM run and the 100m Kids Run.

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