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Step into a Festive “Frozen” Wonderland at Shanghai Disney Resort this Holiday Season

Shanghai Disney Resort announces new Annual Pass upgrades, “Frozen”- themed experiences, magical Christmas celebrations, and fantastically fun seasonal offerings for the entire winter

Shanghai, November 22nd, 2019 – To coincide with the release of Walt Disney Animation Studios’ “Frozen 2” across China, Shanghai Disney Resort has transformed into a festive “Frozen” wonderland filled with special seasonal surprises including a “Frozen” castle and the first “snow” in Shanghai, incredible food and beverage offerings, a wide selection of holiday merchandise, and festive entertainment for all to enjoy! With a new “Frozen”-themed airplane, metros, and the release of the newly upgraded Annual Pass, there’s never been a more exciting time to travel to and enjoy Shanghai Disney Resort with friends and family than this holiday season!



A “Frozen” Winter Wonderland Arrives at Shanghai Disney Resort

As part of Shanghai Disney Resort’s “Frozen” transformation, the resort is once again delivering an immersive flight experience to Disney fans with the new *Frozen•Express*, which is the fifth Disney-themed aircraft to take to the skies. The new airplane is adorned in a beautiful “Frozen” overlay, featuring Elsa, Anna and Olaf, and on the interior, icy blue colors and “Frozen”-themed imagery invite everyone to step into the unknown this winter. The *Frozen•Express* will extend



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Disney's storytelling beyond the resort for guests arriving and departing Shanghai. Guests closer to home can enjoy the "Frozen"-themed overlay on select trains on Shanghai Metro, Line 11 - heightening the anticipation for their visit to the resort.



Starting today, Shanghai Disney Resort is immersing guests into a festive "Frozen" wonderland. Each evening at sunset, guests can witness Elsa's icy magic 'freeze' the Enchanted Storybook Castle! The castle will gradually become an ice palace, complete with magical snow flurries and sparkling ice formations. The incredible "Frozen Snow Celebration" which stunned every guest



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last winter is returning to Mickey Avenue, enchanting guests with themed music, beautiful projections on the park's entrance and a truly unforgettable magical 'snowfall.'



The “Frozen” magic spreads across every corner at Shanghai Disneyland this winter, with a series of faux ice statues around Mickey Avenue and the Gardens of Imagination, making for fabulous photo opportunities. The photo wall in the park has also been updated, from one angle, guests will see Arendelle’s Gates decked out for the holiday season with traditional decorations, but on the other, Elsa’s magic has frozen the gates to match the wintery season. At the Evergreen Playhouse where the popular “Frozen: A Frozen Sing-along Celebration” show resides, guests will even be able to enjoy a selection of brand new hit songs and costumes inspired by the new adventures in “Frozen 2”.





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For guests looking to extend their magical stay at Shanghai Disney Resort, look no further than the new “Frozen”-themed hotel rooms at the Shanghai Disneyland Hotel. From November 22nd, 2019, a unique and immersive “Frozen” experience awaits guests after a day of fun in the park. With a delightful array of themed room décor, guests will rest peacefully with their favorite “Frozen” friends around them.



As any food-fanatic will tell you, no winter season would be complete without warming comfort food and festive feasts for guests to indulge in. In keeping with the “Frozen”-theme, this winter, guests will delight at the assortment of themed treats around the park, including “Frozen”-themed cupcakes, Elsa-themed sea salted cheese flavored ice-cream waffle cones, Olaf coconut-pineapple lamingtons, “Frozen”-themed popcorn, churros and cotton candy and more! Princes and princesses will also have the opportunity to dine in a setting of regal elegance at the Royal Banquet Hall’s Frozen Weekend Afternoon Tea, featuring mini-cupcakes, macarons and sandwiches.





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Fans of “Frozen 2” cannot miss the chance to take home a piece of the new movie this season with the entire Frozen 2 Collection, including Elsa and Anna soft dolls in their new costumes and even costumes for guests.



Glow with Authentic Christmas Magic

With authentic festive decorations adorning the resort, transporting guests into a magical world of wonder and cheer, Christmas truly is one of the best times of year to visit Shanghai Disney Resort with family and friends. The new show, Mickey’s Magical Tree Lighting Ceremony will come to the Gardens of Imagination, bringing a magical moment every evening for family and friends to gather together and share Christmas wishes. Featuring Mickey Mouse and Minnie



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Mouse and a live band, guests will find themselves tapping their feet and smiling as a huge and dazzling Christmas tree lights up in front of their eyes.

As part of the resort's festive celebrations, Mickey Avenue will light-up with Christmas garlands stretching across the street, adding an extra-special touch of seasonal sparkle, and beloved Disney Character meet and greet locations will feature holiday-themed backdrops, with guests even having the opportunity to stop by Santa Goofy's location for a Christmas surprise. Mickey Avenue will also see the return of the "Happy Holidays, Mickey!" show in the mornings throughout the Christmas season, and in the afternoons, everyone is invited to dance along to the holiday-themed "Christmas Swing!" show.



No Christmas would be complete without a trip to the local holiday market in search of gifts and delicious snacks, which is why this year guests can once again visit the Disneytown Christmas Market, where a variety of craft stations, food booths and other holiday-themed activities await. On weekends, roaming carolers will lend an air of seasonal celebration to the festivities and will take part in the traditional Disneytown tree lighting ceremony with Mickey, while Santa Claus greets children at a special photo location from Fridays through Sundays. Guests venturing into Disneytown in search of special photo opportunities can also enjoy the Disneytown Tree Meadow, a series of seven holiday-themed trees, each decorated to represent a different Disney Character or story. Guests should gaze into the windows of the World of Disney Store, as they transform into a vivid magical story featuring Mickey and his friends celebrating Christmas.



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Guests looking to enjoy traditional festive fare can venture to the Royal Banquet Hall for a Christmas Set Menu suited for royalty, featuring a three-course meal of white and green asparagus with tamago egg and black truffle paste, beef fillet with lobster tail and a rich chestnut mascarpone cheese mousse with vanilla ice cream. On Christmas Eve and Christmas Day, Lumière's Kitchen and Sunnyside Café will also host unforgettable Christmas dinner buffets, complete with authentic yuletide traditions with unique Disney twists. Throughout the season, guests can also keep warm with a selection of new warm winter beverages, including osmanthus pear fruit tea, corn juice, and caramel peanut hot chocolate, served in a variety of themed souvenir tumblers for guests to choose from. Sweethearts Confectionery will also feature a delicious range of sweets and treats, including Christmas tree marshmallows, and Christmas Minnie caramel apples.



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With winter being the season of giving, what better way to show someone you care this Christmas than with a gift from one of the resort's new festive merchandise offerings. The 2019 Christmas Collection includes a variety of Mickey Mouse and Duffy-themed items for the entire family, including the new ShellieMay adult poncho to keep you cozy. The new Mickey-themed Christmas Family Fleece are ideal for a family spending the holiday season together.



Annual Pass Upgrade Available for More Flexible Fun and Value

Following the huge popularity and success of the first ever Shanghai Disneyland Annual Pass since its launch in January, Shanghai Disney Resort is upgrading the annual pass by offering another 12 months of even more exciting exclusive offerings for Pass holders. Beginning November 26th, 2019, the Shanghai Disneyland Annual Pass will be available at three renamed tiers for guests to



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choose from, the Diamond Annual Pass, Gold Annual Pass, and Silver Annual Pass, bringing even more flexibility and value for money.



The Shanghai Disneyland Annual Pass provides Pass holders a full year of fun and excitement with a wide variety of special benefits including special discounts on dining and merchandise, hotels and Disneytown, and the new upgrade introduces even more benefits for holders to enjoy. In addition to the approximately 20% off on wide selection of delicious meals at all Shanghai Disneyland and Disney hotel restaurants, as well as approximately 20% off on all Disney stores throughout the resort, the upgraded Annual Pass will provide new surprises for Pass holders on select tiers during personal celebrations and throughout the four seasons. It also includes a free bottle of wine with dinner at Aurora, a Mickey or Minnie-themed birthday cake with special birthday wishes from beloved Disney Characters and more. Diamond Annual Pass holders will also receive approximately 20% off Shanghai Disney Resort car parking, up to 12 Early Park Entries on select days during the pass validity period and free stroller service multiple times per year.

Current Annual Pass holders looking to renew their Pass within the 60-day renewal window before their current expiry date will receive an approximately 10% discount on the price of their new Annual Pass. Included within this brand new 60-day renewal window offer is a benefit coupon booklet, which includes extra discounts on food and beverages and offers on a selection of merchandise, among many other benefits. Guests renewing to a Diamond Annual Pass will receive a specially designed physical souvenir card, featuring their name imprinted on the card and a beloved Disney Character of their choice. For the first time ever, guests who choose to purchase or renew an Annual Pass via the official Shanghai Disney Resort app or website will also



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have the option to pay in 12 interest-free monthly installments, once again offering greater flexibility to Pass holders.

The upgraded Shanghai Disneyland Annual Pass will be available starting November 26th, 2019, via the Shanghai Disney Resort official WeChat account, the resort's official app, official website, the resort's official WeChat Mini program, the Shanghai Disneyland Main Entrance ticket booths, and the Shanghai Disney Resort Reservation Center at 400-180-0000 or +86-21-3158-0000. The full range of benefits for each Annual Pass tier is available to view on the resort's official website.

Get Even Closer to the Magic this Winter with Special Ticket Offers

In order to make the winter celebrations even more exciting for guests, Shanghai Disney Resort is introducing a limited-time flight-hotel-park ticket. Guests who purchase this promotion will receive two free round-trip flight tickets from select cities to Shanghai. This special offer includes a one-night stay for two guests at the resort's Toy Story Hotel, two 1-day standard Shanghai Disneyland tickets, plus a dinner set for two at any quick-service restaurant throughout the park - excluding Stargazer Grill, Toy Box Café and Wandering Moon Restaurant. This amazing package will be offered from November 18th through December 18th, 2019, enabling guests to depart from Tianjin, Guangzhou, Chengdu, Chongqing and Beijing from November 29th to December 29th, 2019, and visit Shanghai Disneyland on any day from November 30th to December 30th, 2019. Park tickets will be valid during the chosen dates of the guest's hotel stay. Guests can purchase this package and find more information about this offering through the China Eastern Airlines official website and app.

Guests can also enjoy the winter Play and Dine ticket package from November 22nd through December 30th, 2019, which includes a one day dated ticket and an RMB 85 meal coupon, which can be redeemed at a variety of locations throughout the park!

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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.

For information about Shanghai Disney Resort:

Please visit the official website (<http://www.shanghaidisneyresort.com/>)

Follow updates on Weibo (<http://weibo.com/u/5200478600>)

Follow updates on Shanghai Disney Resort Official WeChat (Search WeChat ID: ShanghaiDisneyResort)

Follow updates on Shanghai Disney Resort Corporate WeChat (Scan QR code below)



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