

FOR IMMEDIATE RELEASE

Shanghai Disney Resort Celebrates “A Spring Festival Spectacular” with Traditional Fun and New Excitement

Shanghai, January 15, 2021 — The Year of the Ox is coming, and from January 19 through February 26, the resort is hosting a resort-wide celebration to welcome the Lunar New Year! The resort will be filled with special Chinese traditional festive games, sounds and tastes combined with special touches of Disney magic, sure to remind guests from near and far of the rich traditions and customs of a hometown Chinese Spring Festival.



Traditional Decorations and Shows Usher in a Festival of Happiness

Throughout the entire Spring Festival season, the resort will be decorated with magnificent holiday décor, iconic Chinese symbols and a splash of magical Disney touches that are sure to bring joy to guests of all ages. Mickey Mouse and his pals, including Duffy and Friends, will be dressed up in their new holiday outfits, adorned with festive elements to offer their warmest wishes to everyone visiting during the festive period, and “God of Fortune” Goofy will once again bring extra luck and excitement to the celebrations as he dons his traditional costume to welcome guests on Mickey Avenue.

Guests will also have a limited-time opportunity to see Mickey Mouse and Minnie Mouse in stylish new costumes designed by famed Chinese designer Guo Pei on February 12 – the first day of the Lunar New Year.





To bring even more Disney magic to the Year of the Ox, Clarabelle Cow, a long-time friend of Mickey Mouse, will make her debut at Shanghai Disney Resort, greeting guests with her fun-loving character and sense of humor throughout the festive period. Guests will also find unique Year of the Ox imagery on a fun new social wall near Il Paperino that serves as an interactive photo backdrop.



Another exciting surprise arriving at the resort during the festive period is "Our Families" - a unique show set to take place each night after the Nighttime Spectacular that will illuminate the castle with projections of Disney families – symbolizing hope and best wishes for guests in the year ahead.

And from February 8 through 14, the beautiful Shanghainese version of "Once Upon a Time" recorded by renowned Shanghainese actress, Pan Hong, will once again return to the Enchanted Storybook Castle, helping to immerse guests in local Shanghai culture.



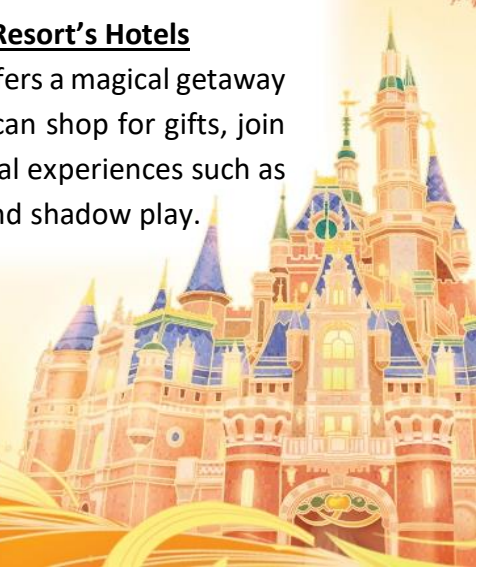
On Mickey Avenue, special shows will bring excitement and prosperity to the New Year as Mickey Mouse, Minnie Mouse, Clarabelle Cow and more will preside over the “Spring Festival Drum Ceremony”, and guests will have the opportunity to swing in celebration of the New Year with the high-flying “Mickey Avenue Shanghai Swing!”



Specially designed Disney Friends decorations can be found dotted throughout the Gardens of Imagination, letting guests soak in the season’s happiness and good fortune, while the Garden of the Twelve Friends will transform into a Spring Festival Wishing Garden, where guests can write messages for the coming year and hang their Wishing Cards.

Continue the Celebrations at Disneytown and the Resort’s Hotels

Disneytown’s Spring Festival Wishing Star Market offers a magical getaway for guests looking to enjoy Spring Festival. Guests can shop for gifts, join interactive games and take part in traditional cultural experiences such as dough figurine, Chinese calligraphy, puppet show and shadow play.

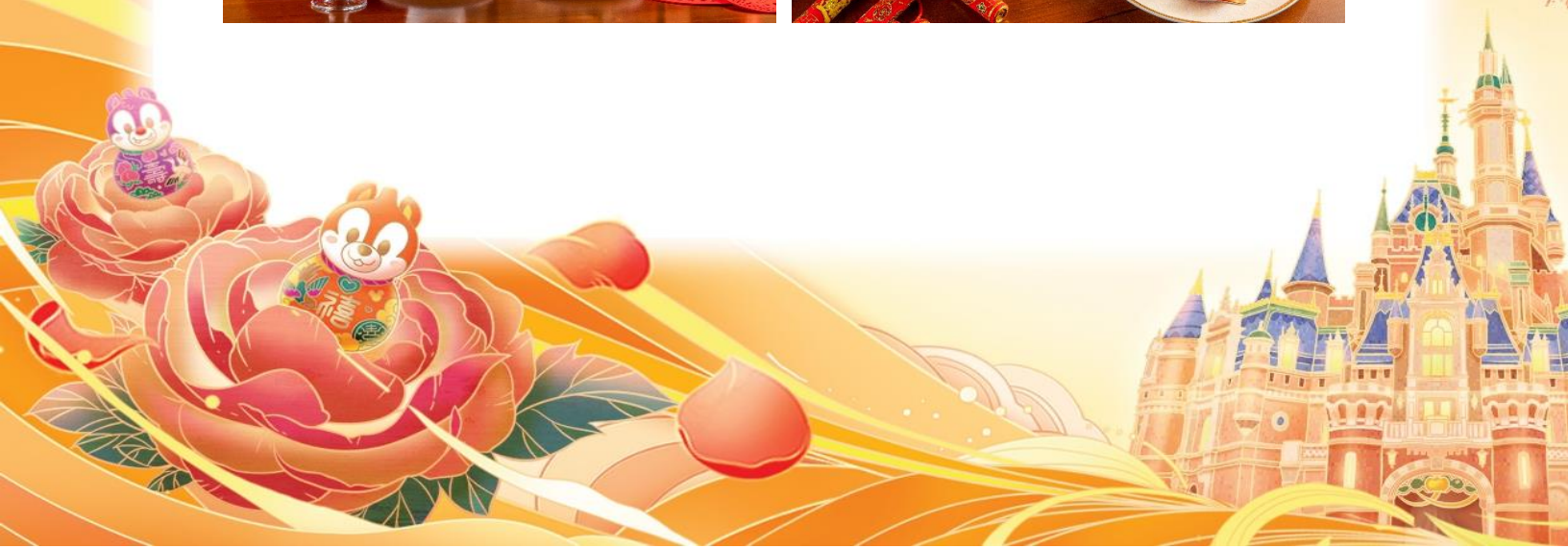


As part of a festive Disneytown Spring Festival Dance Moment, Mickey Mouse, Minnie Mouse and Disney dancers in vibrant costumes will perform together on weekends throughout the season. Guests can also take in the resounding gong beats and impressive acrobatic moves of classic Spring Festival celebrations with the Lion Blessing on February 12 and the Dragon Parade running from February 12 through 16.

Guests looking to extend the Spring Festival fun are highly recommended to book an immersive stay at one of the resort's two themed hotels - Shanghai Disneyland Hotel or Toy Story Hotel - both of which are brimming with Spring Festival décor and plenty of activities, including Chinese calligraphy, paper cutting and dragon mask workshops.

Celebrate the Festivities with Mouthwatering Treats and Stylish Merchandise

This Spring Festival, guests have plenty of reasons to gather, celebrate and enjoy reunion meals at the resort. At Wandering Moon Restaurant, the reunion meal features beloved Chinese dishes for families to celebrate a traditional “Nianwei,” while the Royal Banquet Hall is introducing a festive family tabletop feast for groups of two or four, with fairytale delicacies served in a setting fit for the castle's royalty. Shanghai Disneyland Hotel's Lumière's Kitchen will be decked out for the holidays with the restaurant's sumptuous buffet offering a wide range of traditional Chinese and western dishes, while Aurora will bring guests a special Festival set menu for two.





Other seasonal offerings at the resort include fruit mousse cakes at Remy's Patisserie, Il Paperino's waffle snacks with purple potato ice cream, and Chinese-style Spring Festival Afternoon Tea at Mickey & Pals Market Café. Across the resort, guests can also find a list of cute and collectable souvenirs, including the Duffy and Friends Tumbler, the Mickey Hot Sipper – containing some of the most flavorful drinks of the holiday – and the Chip 'n' Dale Spring Festival Popcorn Bucket inspired by Spring Festival drumming traditions.



In addition to enjoying delicious meals, the resort's 2021 Spring Festival celebration welcomes guests to prepare for an auspicious new year with a host of new merchandise.

The 2021 Spring Festival Mickey and Friends Collection includes popular items like the Chip 'n' Dale headband and the cute Mickey family fortune set. A limited-release Mickey and Minnie plush in Guo Pei-designed outfits will be available from February 12 for guests looking for an extra-special gift this season.



The new Duffy and Friends Collection features Spring Festival costumes with ornamental koi fish, longevity peaches, gold ingots and other traditional details that make this line an instant collectible for Disney lovers.



With so many exciting activities and offerings coming at the beginning of 2021, and even more magic and surprises to be unveiled in celebration of the resort's Fifth Anniversary, it has never been easier for guests to join the year's celebrations with multiple visits with a Shanghai Disneyland Annual Pass.

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