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Disneytown Commemorates 5 Magical Years with a Year-Long Birthday Celebration

Disney to Participate in the Tenth China Flower Expo

SHANGHAI, April 26, 2021 – Celebrations of Shanghai Disney Resort’s “Year of Magical Surprises” are in full swing, and today marked another key milestone as Disneytown, the resort’s popular dining, shopping, and entertainment district, officially marked the fifth anniversary of its opening date. Since opening to the public on April 26, 2016, Disneytown has become a natural extension of the Disney experience for the resort’s theme park and hotel guests, and is a must-visit recreational destination, welcoming tens of millions from all over the world. In commemoration of its milestone 5th Birthday, Disneytown is pulling out all the stops, with festive parties, performances, fun activities and shopping specials, inviting guests to come and celebrate together.



Shanghai Disney Resort today also unveiled an exciting rendering of the garden that it will present in collaboration with its partners at the Shanghai Shendi Group at the Tenth China Flower Expo. The “Shanghai International Resort Garden – Dream Garden” will include beautiful floral and topiary arrangements representing Shanghai Disney Resort and the broader Shanghai International Resort Zone.



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Exciting new experiences and surprises await during Disneytown's 5th Birthday Celebration

Set within the allure of a timeless village, Disneytown's unique Shanghai architecture and pedestrian streets will transform to encompass the resort's 5th Birthday Celebration. Featuring colorful banners, décor, displays and more, during the "Year of Magical Surprises," guests can stroll around the seasonal **Celebration Market** as they shop for a dazzling array of products, and enjoy a vast variety of foods. A number of **Celebration-themed Parties** will be held for guests to dress up and dance together, while a new **Celebration Interactive Wall** will also appear, inviting guests to fill up the 5th Birthday themed patterns on the wall with colorful stickers to create a special "birthday gift" for Shanghai Disney Resort.



Shop for stylish souvenirs and international brands

With a selection of stores offering a wide range of shopping opportunities, Disneytown has something for every guest with each visit. Stepping into the 3000-square-meter World of Disney Store, guests can witness one of the most technologically advanced Disney retail space on Earth, as well as over 3000 Disney-branded merchandise in the district - including more than 200 newly-added 5th Birthday merchandise items. During the 5th Birthday Celebration,



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guests can also explore dozens of other shops offering fashion, sports, beauty and exclusive Disney products, and enjoy an exciting lineup of interactive activities, exquisite souvenirs, and other special offers available throughout Disneytown.

Enjoy cuisine from East and West

Over the past five years, foodies, friends, and families working up an appetite during their visit to Disneytown have all been delighted by this culinary dreamland, with diverse, tantalizing dining options for any time of the day. From the first Cheesecake Factory in Asia, to the popular local tea brand Hey Tea, and the newly added celebrity hotpot restaurant Coucou, here, East meets West, and everywhere in between!

Embrace nature and enjoy the outdoors

For guests enjoying a vacation or even just an all-day getaway at Shanghai Disney Resort, the picturesque Wishing Star Park offers a world of natural wonder for guests to explore. Throughout the past five years, Wishing Star Park has drawn guests into the peaceful outdoors for a relaxing respite or to take a stroll along the serene walking path surrounding the glittering Wishing Star Lake. Guests can also set sail with an e-boat ride with friends, taking selfies on the lake and enjoying some of the best views at the resort. Families with kids can opt to join the array of entertaining activities like the Disneytown Wishing Star Park Adventure—a series of nature experiences for children aged 5-8.



Immerse yourself in magnificent entertainment

On countless weekend evenings over the past five years, live bands and street performances on the Disneytown stage have encouraged guests to unwind after a long week and dance along to popular tunes. Beloved Disney Characters have made occasional appearances for seasonal festivities and celebrations, extending Disney's magic beyond the park. Tenants of Disneytown have also worked closely with Shanghai Disney Resort to provide exclusive

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entertainment experiences by tailoring every detail of their venues – from the decorations to interactive games.



Five years of fun, memories and magical milestones at Disneytown – with more in store!

Over the past five years, the magic of Disneytown has touched the lives of tens of millions of guests, and its 5th Birthday Celebration will continue to awe and inspire visitors of all ages. Here are some of the most important Disneytown milestones and fun facts over the past five years:

- On April 26, 2016, Disneytown first opened to the public, offering a charming place for guests to relax with family and friends, or to explore a variety of new experiences.
- Disneytown launched the resort's first-ever Halloween Carnival in 2016, which has become a signature experience and must-visit cause for guests visiting the resort during Halloween season.
- Guests have had the chance to meet Santa Claus and share their Christmas wishes every winter since 2017.
- In 2018, Mickey's Playground opened to the public, providing another fun space for children to enjoy.
- In 2018, Disneytown welcomed a Giant Donald Duck - a larger-than-life inflatable Donald Duck that floats approximately 11 meters tall on Wishing Star Lake. Over 13 million guests have visited the Giant Donald Duck ever since.



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- In September 2019, the 100th species of bird was spotted within Wishing Star Park, reflecting Shanghai Disney Resort's successful development of natural habitats for wildlife species.
- In 2020, guests had the opportunity to enjoy Disneytown's first ever Wishing Star Park Adventure and Summer Night Market.

Even with so many magical memories to look back on, the future is even brighter as Disneytown continues to prepare surprises, events and offerings that will inspire and entertain guests for years to come, starting with the district's new and exciting 5th Birthday Celebration!

Shanghai Disney Resort to Participate in Tenth China Flower Expo with Elaborately Designed "Dream Garden"

Shanghai Disney Resort will participate in the Tenth China Flower Expo at Dongping National Forest Park on Shanghai's Chongming Island, from May 21 to July 2, 2021. The resort will work together with its partners, the Shanghai Shendi Group, to jointly create a natural display titled: "Shanghai International Resort Garden – Dream Garden." A rendering of the garden was released earlier today.



The 710-square-meter "Dream Garden," located in the International and Enterprises pavilion of the China Flower Expo, will feature elements highlighting both Shanghai Disney Resort and other major areas of the Shanghai International Resort Zone. Designed by Shanghai Disney

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Resort and Walt Disney Imagineering Shanghai, the garden will use the same design philosophy as Shanghai Disney Resort - blending Disney and resort zone elements with traditional Chinese culture. The Dream Garden will also showcase Disney's unique creativity and imagination, as well as the resort's long-standing commitment to the environment - bringing the magic of Disney beyond the resort and sharing it with the tens of thousands of visitors coming to the Flower Expo this spring and summer.

Upon entering the "Dream Garden," guests will be greeted by a stunning 13-meter-tall version of Shanghai Disneyland's Enchanted Storybook Castle, the dramatic landmark situated at the heart of Shanghai Disneyland. As with the original, the castle in the "Dream Garden" will be crowned with a golden finial featuring a peony flower to represent China, as well as a cascade of Disney stars on the central spire, evoking the optimism that with belief and just a little magic, dreams really can come true.

After passing through the castle, a line of vivid topiary sculptures of beloved Disney characters, including Mickey Mouse, Minnie Mouse, Donald, and Daisy, among others, will await guests under the "Once Upon a Time Archway," named after the "Once Upon A Time Adventure" experience at the Enchanted Storybook Castle in Shanghai Disneyland.

While presenting an authentically Disney experience to all guests, the "Dream Garden" will also feature distinctly Chinese elements. In addition to the golden peony atop the castle's finial, the entire garden is inspired by the traditional Chinese gardens found along the Yangtze River Delta. Chinese paper-cutting techniques will also be well represented in the design of the flower windows, and plants and flowers originating from China, including the Chinese rose, Camellias and Nandina, will be highlighted throughout.





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As a special bonus, guests who purchase a Flower Expo ticket will also be able to enjoy a special rate on their ticket to Shanghai Disneyland. The bundle ticket for the Flower Expo and Shanghai Disneyland will be on sale via the expo's official ticketing channels.

The "Dream Garden" at the China Flower Expo is just a small taste of Shanghai Disney Resort's ingenuity and innovation, offering visitors a glimpse at just some of the magic that lies within the resort.

As spring begins to bloom, Shanghai Disney Resort has been transformed into a fantastically colorful natural wonderland with cherry blossoms, plum blossoms, magnolias, apple floral archways, lupines, tulips, roses and more blooming at different times throughout the spring season. The blooming flowers are set to add even more excitement to the resort's 5th Birthday Celebrations, which was officially launched on April 8.

Guests visiting Shanghai Disney Resort will be able to enjoy a florally fragrant, fun day out, exploring a new world of colorful offerings with each visit, as the resort constantly transforms itself in line with the changing seasons. A Shanghai Disney Resort Flower Calendar was also released today to introduce guests to the hundreds of different flowers blooming at various locations throughout the resort.

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