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Shanghai Disney Resort Launches “Disney Green Experience – Sort & Recycle Adventure” to Promote Environmental Awareness to Future Generations

New Youth Program to immerse students in fun and engaging activities during a day out at Shanghai Disneyland

Shanghai, August 25, 2021 – Shanghai Disney Resort is committed to promoting environmental protection and awareness within the local community, encouraging everyone to take small steps that can lead to a positive impact on our planet. To support the resort’s commitment, this autumn, Shanghai Disney Resort will launch a brand-new youth program, Disney Green Experience – Sort & Recycle Adventure to immerse young students in fun and engaging activities at Shanghai Disneyland, with unique offerings and entertainment provided by the resort and its alliance partners.

Featuring Disney’s immersive storytelling, the new program will raise awareness of environmental protection among younger generations, inspiring them to think and act with a conservation mindset to protect the planet together. As a highlight of the Disney Green Experience – Sort & Recycle Adventure, young students will begin their day at Shanghai Disneyland with an exciting show performed by a vibrant and funky band, the JAMMitators, at the Pepsi E-Stage in Tomorrowland. Making use of commonly disposed of items, the band will inspire those in attendance by sharing information on waste sorting and recycling practices, involving students in interactive games, and to use their makeshift instruments to get everyone’s toes tapping to the beat. The fun-filled show will also be performed at Tomorrowland at select times, motivating guests of all ages to think and act with an Environmentality.



In partnership with Kang Shifu and PepsiCo, the program's official beverage participants, four PET bottle recycle machines have been installed in Fantasyland, Treasure Cove, Tomorrowland and Gardens of Imagination. Themed to each land, these recycling machines provide guests with a convenient way to return used containers for recycling while still being immersed in the park. As part of the Disney Green Experience – Sort & Recycle Adventure, young students will be invited to learn how to use these machines as well as be taught the importance of recycling.





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Students participating in the Disney Green Experience – Sort & Recycle Adventure will also be invited to participate in a number of other engaging experiences where they can learn and practice waste sorting by themselves. A visit to Fantasyland’s Tangled Tree Tavern will allow them to see food waste sorting practices at the resort, while a meeting with artistic Custodial Cast Members will allow them to see how memorable pieces of art are created using water and recyclable materials collected from around the park, including leaves and flower petals. Young guests who finish all of the sessions in the program will be presented with a special certificate to remind them of their inspiring adventure at Shanghai Disney Resort.

Available for booking from this autumn, the Disney Green Experience – Sort & Recycle Adventure will be open for school groups of between 50-200 students from both Shanghai and across the country, with a primary focus on students aged between 7 and 11. Those who sign up for the program will be offered one-day theme park admission as well as the opportunity to enjoy an adventure with a wide range of interactive activities designed to engage young guests in waste management methods.

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