

FOR IMMEDIATE RELEASE

Experience a Surprise-Filled Frozen Winter Wonderland at Shanghai Disney Resort

From cheerful traditions to exciting new offerings, including CookieAnn Bakery Café, there's something for everyone this winter

SHANGHAI, November 18, 2021 – Today marks Mickey Mouse and Minnie Mouse's birthdays, and Shanghai Disney Resort is celebrating with the launch of a wonder-filled winter season full of enchanting traditions and surprises. From November 25, 2021, to January 3, 2022, the resort will transform into a frozen fairyland featuring holiday entertainment and seasonal décor as part of the resort's ongoing 5th Birthday Celebration. Additionally, as a special new magical surprise, the CookieAnn Bakery Café will officially open its doors to guests on Mickey Avenue on November 25. From heartening holiday traditions to New Year's Eve festivities, Shanghai Disney Resort is a spectacular place for guests of all ages to become immersed in the spirit of the holiday season this winter.



Experience a Magical Frozen Winter Celebration at Shanghai Disney Resort

Starting from November 25, guests at Shanghai Disney Resort will be transported into a festive world to experience seasonal offerings, with winter surprises and holiday décor around every corner. Picture-perfect decorations themed to Walt Disney Animation Studios' *Frozen* films will line the lands, giving a whimsical wintry feel to every visit, including *Frozen*-themed "ice" sculptures and a cheery new social wall for festive selfies.



Guests will delight in the myriad of seasonal offerings throughout the resort. This year, all your Disney friends on Mickey Avenue will be celebrating the season with glossy new costumes, spreading holiday cheer throughout the park. To continue bringing magical surprises throughout the year, Santa Goofy will join the Surprise Squad to deliver extra holiday fun to guests.



Every evening on Mickey Avenue, guests can feel the magic of winter by experiencing the nightly “Frozen Snow Celebration”. Christmas trees with shimmering ornaments will set the tone for a dreamy holiday experience, and as one of the most beloved traditions of the holidays, a special tree in Gardens of Imagination will come alight during “Mickey’s Magical Tree Lighting Ceremony”. The Enchanted Storybook Castle and Gardens of Imagination will be transformed into a winter wonderland as Queen Elsa lights up the holidays with her magic. Guests can also head over to Mickey Avenue to meet Mickey, Minnie, Goofy and other Disney friends, as well as watch popular holiday shows, “Happy Holidays, Mickey!” and “Christmas Swing!” throughout the day.

This winter, new seasonal merchandise collections will offer the perfect array of gift-giving choices. The adorable 2021 Mickey and Friends Christmas Collection features cute winter clothing, festive home décor, accessories and more to help every guest customize their own elegant Christmas look. For more gift-giving ideas, the brand new 2021 Duffy and Friends Christmas Collection will roll out to add an extra bit of cuteness this winter. The launch date for the 2021 Duffy and Friends Christmas Collection will be announced at a later date through the resort's official channels.





No holiday is complete without festive treats and traditional family feasts. This year, all of our guests' favorite Christmas flavors — featuring some magical twists and additions — will steal the show as guests enjoy a vast selection of delicious themed desserts, dishes, snacks and sips. From family feasts to grab-and-go delicacies at the resort's cafés and quick-service restaurants, guests will enjoy all the great tastes of the season at Shanghai Disney Resort.





However, the resort's Christmas celebrations do not stop there. Wandering through Disneytown, guests will encounter an assortment of holiday cheer, including a superb Christmas tree sparkling with lights and ornaments. Starting from December 1, 2021, guests will be invited to meander the streets completing tasks on the Christmas Tree Trail for the chance to win prizes in a lucky draw. On weekends and holidays, Disneytown will also offer exciting entertainment shows that deliver an enchanting holiday experience, while Santa Claus will add some extra magic himself, welcoming guests to take selfies together for the happiest of ho-ho-holidays!

CookieAnn Bakery Café to Bring Extra Sweetness with Delightful Food, Beverages and Merchandise

Set to open its doors on November 25, the brand-new CookieAnn Bakery Café will be one of the most heart-warming additions to the ongoing 5th Birthday surprises at Shanghai Disney Resort. This adorable café found on Mickey Avenue is inspired by CookieAnn's culinary curiosity, creativity, and ingenuity. Radiating sweet sensations inside and outside, the café's façade features charming designs that reflect the café owner's – Minnie Mouse's – love for baking. Inside, four large pen-and-ink renderings adorn the interior walls, each telling the story of Minnie enjoying heartwarming moments with her beloved friends.





Duffy and his friends went on an outing with Minnie and Mickey to pick fresh ingredients to prepare for a picnic.



CookieAnn and 'Olu Mel helped Minnie make her favorite baked goods.



Gelatoni, StellaLou, and CookieAnn each used their creativity to decorate their special cake.



Basking in the beauty of nature, everyone savored their heartfelt and delicious creations.

Upon walking through the decorative doorway, guests will discover all sorts of homeware, Disney collectibles, souvenirs and delicious baked goods — all inspired by Mickey, Minnie, Duffy and his friends including, of course, CookieAnn. Guests will not be able to resist the sweet temptation of pastries, cookies, crêpes, soufflé pancakes, creative milkshakes and specialty hot beverages as the scent of freshly-baked goods wafts through the air. The CookieAnn Bakery Café is an unmissable stop for first-time guests and Duffy fans alike.



Shanghai Disney Resort is a Must-visit Destination for a Magical New Year

To commemorate 2021 coming to a close, Shanghai Disney Resort has planned a series of traditional festivities and brand-new New Year's Eve-themed surprises for guests. On December 31, 2021, and January 1, 2022, a vibrant show, "Ignite the New Year," will light up the sky — and imaginations — as guests usher in a fresh new year. Mickey, Minnie, and other Disney friends will dress up for the occasion in special costumes to celebrate with guests.

As is the tradition with our New Year celebrations, the resort will be rolling out a must-have New Year item of the season. Plus, exclusively crafted food and beverage menus will be on offer for the festivities, giving guests new flavors and finds to enjoy during their New Year's visit to the resort.

Multiple Options for Planning a Festive Holiday Season at Shanghai Disney Resort

To encourage all guests to plan their festive holiday season ahead of time, Shanghai Disney Resort is releasing a special early bird ticket combo this winter. This combo includes a park ticket, discounted by 60 RMB, alongside a free park dining coupon book, ensuring every guest can enjoy a taste of this winter wonderland with both their eyes and taste buds. From now until January 20, 2022, this combo will be available for purchase and will allow guests to visit from December 1, 2021, through January 30, 2022.

Guests who want to make the most of the magical holiday season can extend their stay with Shanghai Disney Resort's two-day, one-night Christmas staycation package. During their stay, guests will be immersed in the Disney Christmas atmosphere throughout the hotels with the help of special themed activities, a Christmas-inspired dinner, in-room holiday decorations and much more. This magical staycation package will be available for purchase from November 23, 2021, through January 2, 2022, and will be valid for use from November 24, 2021, through January 3, 2022. These offers will only be available in limited quantities. Please visit Shanghai Disney Resort's official sales channels for more information.



To welcome guests from others cities, Shanghai Disney Resort is offering limited-time flight-hotel-park ticket package, inclusive of two round-trip flight tickets to Shanghai from selected cities in China. The package will cover a one-night stay for two guests at Shanghai Disneyland Hotel or Toy Story Hotel, two standard single-day Shanghai Disneyland tickets, plus breakfast for two at the hotel. This amazing package will be available for purchase from now through December 16, 2021, enabling guests to fly to Shanghai between November 29 and December 30, 2021, and visit Shanghai Disneyland any day from November 30 through December 31, 2021. Guests can learn more about the special package offer and purchase their desired package on China Eastern Airlines' official app.

This winter, guests of all ages will re-discover the magic of the holidays, becoming immersed in time-honored customs, discovering new traditions, and creating memories to last a lifetime.

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