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## **Shanghai Disney Resort and McDonald's China Enter Multi-Year Promotional Alliance**

*McDonald's Happy Meal toys themed to Shanghai Disneyland's seven lands now available at select McDonald's restaurants in Mainland China for a limited time*

**Shanghai, March 4, 2022** – Shanghai Disney Resort and McDonald's China jointly announced that the two parties have entered into a multi-year Happy Meal promotional alliance. A brand new McDonald's Happy Meal promotion with toys themed to Shanghai Disney Resort's iconic attractions and characters is available for a limited time through March 29, marking the start of the alliance and showcasing both parties collaborating together to develop toys that combine the joy of the resort's signature magical experiences with McDonald's world of Passion for Good.

"We are pleased to create this new alliance with McDonald's China to bring Disney magic to more consumers beyond the resort," said Joe Schott, President and General Manager, Shanghai Disney Resort. "Both brands are committed to creating happiness, and together with McDonald's China, we look forward to further creating cherished and unforgettable moments for even more families."

This first Happy Meal promotion between Shanghai Disney Resort and McDonald's China is part of Shanghai Disneyland's yearlong 5<sup>th</sup> Birthday celebration full of magical surprises. As part of this alliance, guests and consumers can enjoy uniquely designed McDonald's Happy Meal products—starting with this series of enchanting Happy Meal toys – the chance to win resort products and experiences, and more at McDonald's restaurants across Mainland China.

This Happy Meal promotion is comprised of seven exclusive toys featuring classic Disney characters embarking on an adventure in Shanghai Disneyland's seven themed lands. These include Mickey Mouse driving the locomotive inspired by Shanghai Disneyland's Mickey's Storybook Express, Minnie Mouse on the immersive adventure that is Pirates of the Caribbean: Battle for the Sunken Treasure, Donald Duck flying the fantastical skies with Dumbo and Daisy Duck on perennial guest favorite Soaring Over the Horizon. Each toy is available at select times



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throughout the series' limited release, and if all collected, the series of toys can be connected together to create a train set. The Shanghai Disney Resort themed Happy Meals can be purchased from select McDonald's restaurants for a limited time, on a first-come, first-served basis and are subject to availability.

"At McDonald's, we encourage imagination and opening up a world of possibilities for every child. We are thrilled to collaborate with Shanghai Disney Resort to launch the new Happy Meal toys, bringing the excitement of a day out in the resort into our iconic Happy Meal," said Phyllis Cheung, Chief Executive Officer, McDonald's China. "With the alliance with Shanghai Disney Resort, we are confident that we will bring even more exciting and exclusive experiences to our customers."

The themed Happy Meal marks the beginning of collaboration between Shanghai Disney Resort and McDonald's China, and is an extension of the promotional alliance between the two global companies. In addition to future McDonald's Happy Meal toys inspired by the resort, customers can enjoy the longstanding tradition of McDonald's interactive birthday parties which may incorporate elements themed to Shanghai Disney Resort fun. These new offerings invite all to participate in and discover more magical experiences in the days, weeks, and years to come.

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