



上海迪士尼度假区消毒清洁用品官方合作伙伴
Official Cleaning and Hygiene Provider of Shanghai Disney Resort

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Shanghai Disney Resort and Dettol Enter Multi-Year Resort Alliance

Globally recognized disinfection brand Dettol to further support Shanghai Disney Resort's rigorous hygiene standards and commitment to guest well-being

Shanghai, August 2, 2023 – Shanghai Disney Resort and Dettol, a globally recognized brand for health and hygiene products, announced today that the two companies have embarked on a multi-year resort alliance, designating Dettol as the Official Cleaning and Hygiene Provider of Shanghai Disney Resort. Under the alliance, Dettol will join Shanghai Disney Resort to help provide a comfortable and welcoming environment that meets the high standards set by both Shanghai Disney Resort and Dettol for hygiene.



Mickey, Joe Schott, President and General Manager of Shanghai Disney Resort, Lv Youming, CEO of Reckitt, and Minnie (from right to left) celebrated the multi-year resort alliance this morning

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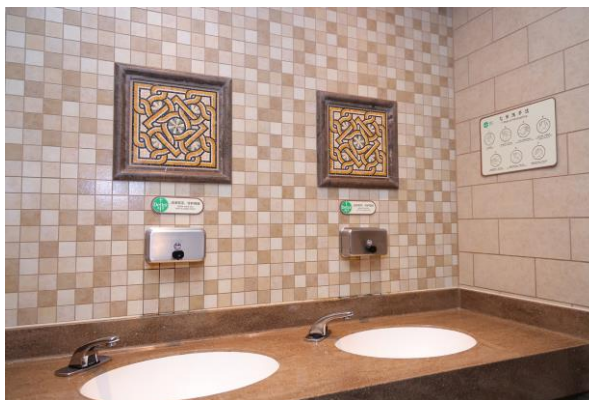


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“At Shanghai Disney Resort, our commitment to providing happiness and wonder to guests of all ages is at the very heart of everything we do, and we take great pride in creating a pristine environment for families and friends to immerse themselves in Disney magic,” said Joe Schott, President and General Manager of Shanghai Disney Resort. “By welcoming Dettol as our official cleaning and hygiene provider, I am confident that we will maintain high standards of cleanliness to ensure that every visit to the resort is a seamless and unforgettable adventure.”

Under the alliance, Dettol will provide professional-grade disinfection and sterilization products for over 300 handwashing stations and 70 hand sanitizer dispensers across the park and at the resort's hotels, Disneytown and Wishing Star Park, offering guests convenient access to disinfection products while enjoying their time at Shanghai Disney Resort. In addition, Dettol will also exclusively present "Hand Hygiene Tips" at handwashing facilities throughout the resort. These practical reminders, focusing on the importance of proper handwashing using the "seven-step handwashing technique," aim to educate guests, particularly young guests, about personal hygiene and preventative health measures.



As a noteworthy highlight of this new alliance, Dettol will become the exclusive sponsor of Shanghai Disneyland's beloved percussion show, The JAMMitators!, offering high-energy live



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entertainment where the resort's talented cast members deliver catchy rhythmic performances on customized garbage sorting bins. With Dettol's special brand presence in this exciting and educational ensemble, The JAMMitors! aims to foster a culture of responsible recycling and cleanliness among guests.



"We are honored to establish this alliance with Shanghai Disney Resort. Both parties share the same goal and aspiration of providing better life experiences for families. Shanghai Disney Resort has already established exceptionally high hygiene standards, and with a similar vision, we will innovate and cooperate on various levels to further enhance the resort, providing a safe and sanitary environment for guests to enjoy magical moments and create unforgettable memories," said Lv Youming, CEO of Reckitt.

With the establishment of the new alliance, the two companies will continue to explore new and innovative solutions in the years to come, such as a custom-themed handwashing sink in the resort. The specially designed handwashing station will offer an enhanced handwashing experience, while promoting personal hygiene and cleanliness among guests and consumers.

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