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Zootopia Inspires Connection and Commitment to Protect Animals and Their Habitats

*Shanghai Disney Resort reaffirms commitment to wildlife conservation
with grand opening of Zootopia*

Shanghai, December 19, 2023 – The city of Zootopia, with its harmony between animals, is as an inspiration for our connection with and commitment to protection of wildlife, a cornerstone of environmental protection efforts at Shanghai Disney Resort. The opening of Zootopia in Shanghai Disney Resort presents a unique opportunity to connect people with animals and their diverse habitats. By creating a one-of-a-kind experience where people learn about and appreciate different species of animals in Zootopia, it is hoped that more people can be inspired to take action to help protect wildlife in their communities and around the world.

In honor of the grand opening of the eighth themed land in Shanghai Disneyland, the resort donated RMB 1 million to the China Environment Protection Foundation. The donation will help to fund a nationwide essay collection campaign, “My Hometown Animals and Me,” and themed activity books that will be distributed to schools in Shanghai, Yunnan province and Sichuan province to inspire students to take action to protect animals and their habitats.

Over the years, Shanghai Disney Resort has committed to raising awareness of the magic of the natural world. The wetlands of the resort’s publicly accessible Wishing Star Park have become an important stop for migratory birds and, as of 2023, 124 species have been observed in this urban oasis.

Beyond the resort, Shanghai Disney Resort continues Disney’s legacy of supporting environmental nonprofits in various conservation projects, helping to foster the next generation of environmental champions. Since 2018, Shanghai Disney Resort has supported the Amur tiger conservation project in northeastern China, most notably the annual Northeast Tiger Habitat Patrolman Competition, initiated by the World Wide Fund for Nature (WWF), to increase anti-poaching capacity in the region. WWF’s tiger conservation program has assisted the recovery of the tiger population since 2006.

Through support from the Disney Conservation Fund (DCF), a global Disney philanthropic initiative created to protect the magic of nature, Shanghai Disney Resort and The Walt Disney Company have aided several nonprofit projects in China. Those

efforts combined with worldwide grants from the DCF have contributed to the protection of more than 1000 species and 315 million acres of natural habitat across 120 countries. These collective efforts are part of Disney Planet Possible, tangible actions taken to put possibility into practice and inspire optimism for a brighter, more sustainable future.

Zootopia will offer immersive experiences through Disney's signature storytelling for guests of all ages to enjoy at Shanghai Disney Resort, while also carrying the message that all can play a role in the story of conservation.

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