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Shanghai Disney Resort Spreads Happiness and Magic Throughout the Community During the Spring Festival

Shanghai, February 6, 2024 – With the Year of the Dragon just around the corner, Shanghai Disney Resort has begun its annual tradition of giving during the Spring Festival season, supporting meaningful causes within the community and the region. Disney VoluntEARS, comprising of cast members, Imagineers and leadership from Shanghai Disney Resort, volunteered their time to deliver gift bags of more than 6,000 Disney plush toys to children's hospitals and a local elderly care home over the past several weeks, and opened two new Disney Fun Houses in cities neighboring Shanghai, spreading happiness and magic to people in need.

“At Shanghai Disney Resort we are committed to giving back to our community,” said Murray King, Vice President of Public Affairs and Communications at Shanghai Disney Resort. “The Spring Festival is a time to share kindness and show compassion, and we hope that through our community volunteer efforts we can entertain and inspire members of the community while promoting local traditions.”



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At Shanghai Disney Resort, the activity of packaging gift bags for the community has become a fun and much-anticipated tradition leading up to the Spring Festival. This year, more than 50 Disney VoluntEARS gathered in festive fashion to pack hundreds of gift bags containing Disney gifts and souvenirs. More than 6,000 Disney plush toys were packed by the end of January and distributed to children at 18 children's hospitals in Shanghai, Zhejiang, Jiangsu and Anhui, the Shanghai Children's Home, and to residents of an elderly care home in Huinan Town, Pudong New Area.



The first batch of gift bags were distributed at the Shanghai Children's Medical Center, supported by the Disney VoluntEARS and the appearance of the beloved duo, Mickey Mouse and Minnie Mouse.



Disney VoluntEARS, together with Judy Hopps from the Walt Disney Animation Studios film Zootopia, embarked on a mission to spread happiness and joy as they visited young patients and their families at Children's Hospital of Zhejiang University School of Medicine in Hangzhou.



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Disney VoluntEARS visited a local elderly care home in Huinan Town, Pudong New Area, delivering Disney happiness and magic to those young at heart and participating in Spring Festival traditions together.

One of the key initiatives of the resort's citizenship efforts is the donation of Disney Fun Houses to various children's hospitals, providing a soothing and playful environment for patients. Since 2016, The Walt Disney Company China and Shanghai Disney Resort have opened more than 40 Disney Fun Houses in hospitals in Shanghai and in cities across the Chinese Mainland. At the end of January 2024, two new Disney Fun Houses opened in the Chuzhou Children's Hospital in Anhui province and in Jiangsu province at the Yangzhou Women and Children's Hospital, spreading joy and magic to young patients and their families.



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With more Disney Fun Houses soon set to open, along with the resort's many other initiatives and Disney VoluntEARS activities with hospitals and community centers, the spirit of giving and festive cheer continues into the Year of the Dragon and beyond.

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