

FOR IMMEDIATE RELEASE

Embrace the Festive Magic with the Enchanting Winter Frostival at Shanghai Disney Resort

A season packed full of festivities begins with Mickey and Minnie's birthday celebrations and continues through Christmas, New Year and beyond!

Shanghai, November 4, 2024 – As the first snowflake of winter falls, Mickey and Friends are ready to embrace the season, inviting guests of all ages to enjoy a winter celebration at Shanghai Disney Resort! From November 8, 2024, to February 21, 2025, the popular Disney Winter Frostival is back, bringing with it delightful seasonal offerings throughout winter, from Christmas and New Year through to Valentine's Day. Accompanied by heartwarming seasonal treats, delicacies, and unmissable merchandise to take home or give to that special someone this holiday season, guests will discover everything they need—and more—to create the ultimate winter celebration at Shanghai Disney Resort.



Discover a true winter wonderland with the iconic Disney Winter Frostival

Guests stepping into Shanghai Disney Resort this season will be enveloped in a winter wonderland, as the treasured Disney Winter Frostival returns with even more magical experiences to discover!

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The beloved snowfall moment on Mickey Avenue has been enhanced with new stories brought to life by Mickey, Minnie, and the Snowies. Each evening, **Mickey's Snow Magic** will transform Mickey Avenue into a frosty fairyland, featuring enchanting themed music and a captivating projection that showcases Mickey narrating Disney classic bedtime stories. This magical snowfall will summon a cascade of glittering snowflakes, dazzling all who visit.



The popular **Disney Winter Magic Cavalcade** will once again return, bringing to life classic Disney winter scenes and beloved Disney characters in a dazzling array of floats and decorations. Guests can look forward to special appearances by Duffy and Friends, as well as Mickey and Friends, whose seasonal outfits will transform from Christmas to the Spring Festival. This evolving wardrobe will add an extra layer of festive magic to the cavalcade.

Alongside these special experiences, the **Frostival! A Celebration of Winter** will take guests into a winter wonderland at the Enchanted Storybook Castle and Gardens of Imagination, featuring a series of classic Disney stories through amazing projections, lights, and sounds. The popular faux ice statues will also return around the park, with all-new sculptures of Fru Fru & Mr. Big from Walt Disney Animation Studios' *Zootopia*.

For the ultimate winter warmer, guests are invited to embrace a host of beloved Disney characters who have dressed up in their seasonal outfits for a series of exclusive greetings. Winnie the Pooh and Friends will be decked out in winter sports gear, featuring fluffy down jackets, knitted beanies, and fleeces, as they prepare to hit the slopes in the Hundred Acre Wood. Queens, Princesses, and Princes from the **Disney Winter Magic Cavalcade** will also periodically make appearances to wish guests a happy winter at the Castle Encounters.





Embark on a season of enchanting winter celebrations

Winter's first celebration — Mickey and Minnie's birthday!

Winter at Shanghai Disney Resort is a season of celebrations, and it all starts with a special birthday surprise for everyone's favorite mouse couple — Mickey and Minnie! This year, a week-long celebration will be held in the park to mark the occasion with a huge selection of events and activities. The iconic couple is perfectly prepared for the occasion, dressed in looks that showcase their signature black and red color scheme. Their attire is adorned with festive motifs, including vibrant confetti, shimmering gold ribbons, and, of course, playful birthday hats! From November 12 to 18, a secret birthday surprise moment for Mickey and Minnie will occur during the Shanghai Disneyland Band performance at the Castle stage. Guests are also invited to watch ***Mickey and Minnie's Birthday Celebration Castle Projection "Best Wishes"*** following the nighttime spectacular each evening. Filled with fireworks that match the projections, the exclusive show celebrates love and friendship to honor this very special birthday. To celebrate the birthday, Mickey and Minnie will don special outfits and host a birthday celebration at the Enchanted Storybook Castle stage on November 18.

Embrace the wonders of Christmas at Shanghai Disney Resort

Christmas and New Year may only fall once a year, but from November 22, 2024 to January 1, 2025, every day feels like Christmas at Shanghai Disney Resort! Festive trees and decorations line the streets — from Disneytown and the resort hotels, to Shanghai Disneyland itself — transporting guests into a merry utopia. Each evening, the excitement of Christmas truly ignites as the festive favorite ***Mickey's Magical Tree Lighting Ceremony*** returns to enchant guests with a dazzling tree-lighting moment in the Gardens of Imagination. This year's show features a new, upgraded stage that will bring guests even closer to the moment as Mickey, Minnie, Duffy and LinaBell gather with a live band to witness the enchanting lights of the park's stunning trees come to life in a dazzling spectacle.



Other seasonal shows like **Happy Holidays, Mickey!** and **Christmas Swing** will also return, providing plenty of ways for guests to enjoy the festive season all the way from morning until evening.

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For more heartwarming winter encounters, characters from Disney Animation's *Frozen* will appear around the resort to meet with fans, while Santa Goofy will be ready to grant Christmas wishes. Other Disney friends will also be embracing the Christmas spirit in their new festive overlays. Mickey and Friends are suited up for their Christmas choir performances with a selection of vintage-inspired outfits. Hoping to make a wish upon the star atop the Christmas tree, Duffy and his friends have adorned their winter outfits with festive Christmas stars to help make their wishes come true.

Zootopia residents are celebrating the winter with their first-ever **Winter Snow-Ball Festival**. From November 19, 2024 to January 1, 2025, Zootopia will transform into a snowy winter's day, with a stunning snow-ball tree. Judy Hopps and Nick Wilde are pulling their cozy white cable-knit beanies and scarves from their locker, adding festive snowflake accessories to celebrate Snow-Ball Day.





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滚雪节
WINTER SNOW-BALL FESTIVAL

Farewell to 2024 and welcome 2025 with a touch of magic at Shanghai Disney Resort

With exclusive in-park offerings on December 31, 2024, and January 1, 2025, Shanghai Disney Resort is the perfect destination to ring in the New Year with joy and excitement. To help mark this special moment with guests, Disney friends on Mickey Avenue will be dressed in their special outfits to celebrate the coming of a new year. The **2024 New Year Eve Castle Celebration – “Ignite the New Year”** including a castle show with music, projections and fireworks will take guests on an emotional farewell of 2024 while saying a happy hello to 2025!

Indulge in delicious winter treats and delightful festive merchandise

If the warm hugs and greetings from Disney characters weren't enough, Shanghai Disney Resort is absolutely brimming with warm and sweet treats this winter, helping to make guests feel cozy from the inside out. Guests can sip on soothing hot winter drinks like **Black Sesame Milk Tea** and **Hot Chocolate** or indulge in seasonal desserts including **Chocolate Palmier** and **Mini Waffle with Salted Caramel Sauce**, all filled with festive flavors.

For a truly splendid Christmas celebration, guests can enjoy a **Celebration Four Course Set Menu for One** at the spectacular Royal Banquet Hall. A more relaxed yet equally delightful experience awaits with the **Donald's Dine 'n Delights' Festival Set Menu**, featuring an American diner-style feast that's perfect for any occasion.





Discover delightful surprises in our new 2024 winter merchandise collections. Each item makes a wonderful gift for family and friends or serves as a cherished memento to take home. Unwrap the magic of winter with the new **Winter Lucky Bag**, filled with fan-favorite plushes, keychains and many more enchanting surprises. The **2024 Winter Winnie the Pooh and Friends Collection** and **2024 Winter Stitch and Angel Collection** are set to bring you a cozy touch this winter, featuring a range of warm fashion selections inspired by their new winter gear. As the Christmas bells begin to chime, the **2024 Winter Duffy and Friends Collection** captures the warmth and sparkle of holiday memories with classic Christmas trees, candy canes, snowflakes, and gift boxes elements. The **2024 Winter Mickey and Friends Collection** also echoes the festive spirit, adding a musical twist to the iconic red and green Christmas palette.





Make it a winter celebration to remember with seasonal tickets and vacation offers

With multiple ticket options and vacation packages on offer this season, guests have plenty of ways to create the most magical winter experience yet with their family and friends.

For guests who want to fully immerse themselves in the seasonal magic, multiple Frostival Dream Day packages offer a variety of captivating experiences to choose from:

- **The Winter Frostival Dream Day package** includes a single-day ticket, Disney Premier Access Adventure/Carefree set of 6, Disney Premier Access of Disney Winter Magic Cavalcade, and RMB 100 food & beverage cash coupon.
- **The Winter Frostival Deluxe Set** includes a single-day ticket plus a Disney Premier Access Deluxe Set of 15 and Disney Premier Access of Winter Magic Cavalcade.

The Disney Dream Vacation - Winter Frostival Package offers guests an unforgettable, immersive vacation experience from day to night. The staycation package includes a Park View Room at Shanghai Disneyland Hotel or Toy Story Hotel,



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various hotel recreational activities, breakfast and dinner, Park Tickets, Disney Premier Access for the Disney Winter Magic cavalcade, and quick service restaurant coupons.

This winter, guests are invited to open their arms to enchanting experiences and magical offerings at Shanghai Disney Resort. Let the magic of the season warm your heart and create unforgettable memories this winter!

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