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Shanghai Disney Resort Hosts Annual Accessibility Forum on the International Day of Persons with Disabilities

Today, the resort also launches the “100 Common Chinese Sign Language Phrases for Tourism” demonstration video series, promoting accessible experiences in the tourism industry

Shanghai, December 3, 2024 – Shanghai Disney Resort has been committed to promoting accessibility in the local community and creating an accessible environment for all guests and cast members. In celebration of this year’s International Day of Persons with Disabilities, Shanghai Disney Resort launched a two-week “Accessibility Awareness Week” campaign with a series of themed events. The resort’s annual accessibility forum, in partnership with the Shanghai Disabled Persons’ Federation, various disability associations in Shanghai and a number of well-known companies, was hosted today, where invited participants shared their latest achievements and experiences in promoting accessibility, and discussed how technology empowers and promotes accessibility. As another highlight of this year’s “Accessibility Awareness Week,” the resort released the demonstration video series, “100 Common Sign Language Phrases in Tourism”, featuring Chinese Sign Language phrases commonly used in the tourism and theme park industry, thereby broadening the application of sign language in the industry and establishing a model for accessibility development.



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“Shanghai Disney Resort is committed to creating magical experiences for all guests, allowing everyone to enjoy iconic Disney stories and exceptional Disney services and experiences. At the same time, we are also committed to fostering an equal and inclusive working environment for all of our cast members,” said Murray King, Vice President of Public Affairs and Communications at Shanghai Disney Resort. “Through hosting the accessibility forum, releasing the ‘100 Common Chinese Sign Language Phrases for Tourism,’ and introducing a variety of accessibility programs for the community and cast members, we strive to raise public awareness and understanding of accessibility, advocate for building comprehensive accessible facilities in the community, and cultivate an equal and inclusive environment for all.”

Annual accessibility forum explores how technology empowers accessibility

Supported by the Shanghai Disabled Persons’ Federation, Shanghai Disney Resort hosted its annual accessibility forum today. With the theme “How Technology Empowers Accessibility”, the forum brought together representatives from around 30 companies, non-government



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organizations, key opinion leaders from the disability community as well as cast members and Disney Imagineers from the MagicALL program to explore how technology can be leveraged to create accessible products, services and working environments.

Participants from Shanghai Youren Foundation delivered keynote speeches at the forum, sharing their accessible initiatives and practices from non-government organizations perspectives and highlighting how to leverage technology to address the needs of persons with disabilities and enhance their work and life quality. A panel discussion featuring representatives from Starbucks, Ctrip, Alibaba and persons with disabilities provided in-depth perspectives on accessibility best practices, delving into the challenges and opportunities of building an accessible environment while looking ahead to future trends in accessibility efforts, particularly in the digital realm.



Demonstration videos promote the use of sign language in the tourism industry

Another key highlight of this year's International Day of Persons with Disabilities program at Shanghai Disney Resort was the launch of a series of demonstration videos titled "100 Common Chinese Sign Language Phrases for Tourism". Developed by Shanghai Disney Resort and supported by Shanghai Association of the Deaf and Hard of Hearing, this initiative aims to enhance accessible communication and promote inclusivity within the tourism industry. Drawing



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experience from the resort's operational practices, the videos encompass seven themes spanning from greetings, attraction and show experiences, shopping experiences, dining experiences, accommodation, transportation, to inquiries and help, helping to standardize Chinese sign language use in tourism while championing the wide application of sign language in the industry. With the introduction of the sign language demonstration videos, Shanghai Disney Resort also hopes to inspire sign language learning in the community to promote accessible communication and foster an inclusive environment where we support one another. The initial release of two greetings-themed episodes today invited the audience to learn a few commonly used Chinese Sign Language phrases such as "Hello", "Nice to meet you" and "Have a great day". The audience can follow the Official Video Channel of Shanghai Disney Resort Corporate WeChat for more videos in the coming days.

Developed through a partnership between Shanghai Disney Resort and experts from the Shanghai Association of the Deaf and Hard of Hearing demonstration videos serve as a practical resource for tourism, featuring engaging sign language illustrations alongside standard phrases. This video resource showcases not only cast members with hearing impairments who are proficient in sign language, but also their colleagues from various roles who are enthusiastic learners of the language. Together, they have brought the video resource to life at different scenes throughout the resort.





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“Ever since its opening, Shanghai Disney Resort has been dedicated to offering Chinese Sign Language interpretation for guests at selected shows, and has continued to integrate sign language into its entertainment offerings, which underscores the resort’s commitment in creating accessible experiences for guests with hearing impairments,” said Hong Ze, Chairman of Shanghai Association of the Deaf and Hard of Hearing. “This approach not only exemplifies the resort’s care for individuals with disabilities, but also sets a benchmark for the tourism industry in China. By offering Chinese Sign Language interpretation, Shanghai Disney Resort breaks communication barriers and provides guests with hearing impairments equal access to the happy and magical park experiences. The launch of the ‘100 Common Chinese Sign Language Phrases for Tourism’ videos, developed based on the Standard Chinese Sign Language, will further raise awareness for accessibility in the tourism industry nationwide while contributing to service improvements for creating a more inclusive and friendly environment for all guests.”

Today also marks the launch of a special merchandise collection inspired by diversity and inclusion, co-developed by the resort’s accessibility committee and merchandise team. The Mickey-themed collection features elements of Chinese, English, sign language, and Braille, celebrating the power of “love” and inspiring all guests.





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Accessibility facilities and concepts are integrated into every aspect of the resort to create a magical experience for all

Shanghai Disney Resort has long been committed to promoting the development of accessible facilities, which has positively influenced the lives and work of individuals with disabilities. The resort strives to provide an accessible experience for all guests through a variety of accessible facilities and services, including:

- Popular rides such as the Zootopia: Hot Pursuit, TRON Lightcycle Power Run and Pirates of the Caribbean Battle for the Sunken Treasure are accessible to guests using wheelchairs.
- Accessible elevators and ramps are available at all attractions, theaters and major drop-off areas throughout the resort, with designated wheelchair seating in theaters to accommodate mobility needs.
- Complimentary Chinese Sign Language interpretation services for guests with hearing disabilities are available for select live shows, including Mickey Storybook Express, Frozen: A Sing-Along Celebration and Mickey's Storybook Adventure. Guests can reserve these services in advance.
- Major pathways are equipped with tactile paths to guide guests with visual impairments to the Main Entrance of Shanghai Disneyland or to the location of tactile maps. Braille guidebooks are available at Guest Services at the Main Entrance to help guests easily access park information.

Furthermore, Shanghai Disney Resort is committed to creating an inclusive and accessible workplace for cast members with disabilities through the MagicALL program, providing accessible work experiences while enriching their job opportunities. In 2017, Shanghai Disney Resort established the MagicALL Cast Advisory Council to gather feedback from cast members with disabilities. This initiative promotes respect, equality, and appreciation for individuals with disabilities through awareness, education, and inclusion, while also enhancing their work experiences. In addition, Shanghai Disney Resort offers regular sign language classes for cast



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members and sign language learning opportunities for the community to enable accessible communication while also sparking public interest in learning sign language.

Disney is dedicated to providing a great experience for all guests, including those with disabilities, which is why we are so committed to delivering a wide range of innovative support services aimed at helping our guests with disabilities have a wonderful time when visiting our theme parks. At Shanghai Disney Resort, diversity and inclusion has been woven into every aspect since the outset of its design, fully taking consideration of the experiences of guests and cast members with disabilities. Through a range of themed activities, Shanghai Disney Resort will continue to promote the development of accessible facilities and foster the environment truly equitable, inclusive and accessible, underscoring its commitment to raising the accessibility standard in the industry and local community.

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