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## **Shanghai Disney Resort Celebrates the First Day of the Year of the Snake with a Traditional Festive Ceremony**

*Shanghai Disney Resort spreads holiday joy by donating Chinese New Year gift bags to over 50 children's hospitals*

**Shanghai, January 29, 2025** – Shanghai Disney Resort started the Year of the Snake with the joyous and unique Chinese traditional lion eye-dotting ceremony this morning, celebrating the holiday season with guests from all around the world. Mickey Mouse and Minnie Mouse, dressed in their traditional outfits with special design of the Year of the Snake, danced their way to the upbeat rhythm of the *Dance of the Golden Snake*. Two auspicious lions were awakened as Joe Schott, President and General Manager of Shanghai Disney Resort, alongside Mickey and Minnie, dotted their eyes, leaping and jumping to wish all guests a prosperous and happy Year of the Snake.



Since its grand opening, celebrating the Spring Festival with guests and cast members through unique festive experiences, combined with Disney magic, has become an important tradition at Shanghai Disney Resort. The celebration this year carries greater significance as the Spring Festival was recently inscribed on the Representative List of the Intangible Cultural Heritage of



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Humanity by the United Nations Educational, Scientific and Cultural Organization (UNESCO), bringing out the profound importance of this cherished holiday and making the shared celebrations at Shanghai Disney Resort even more meaningful.

The Spring Festival celebration this year will continue until February 14, featuring vibrant decorations at the resort inspired by the Year of the Snake. Guests can enjoy delightful Spring Festival-themed shows, a variety of themed merchandise, and mouthwatering seasonal flavors, immersing themselves in the rich festive spirit. Moreover, as the only Disney destination with the world's first and only Zootopia-themed land, guests will also have the chance to encounter traces of Gary, this mysterious reptile from the Walt Disney Animation Studios film *Zootopia 2*, among the Spring Festival themed decorations and shows.

Starting from the eve of Spring Festival until the Lantern Festival on February 12, the seasonally-limited nighttime show *Spring Festival Celebration: "Our Families"* will illuminate the Enchanted Storybook Castle when the night falls. Guests can gather with family and friends amid the spectacular lights, stunning projections, and enchanting music to make wishes and share blessings. Moreover, Gary will also join the majestic celebration with an appearance in the projections, and the Chinese character for "snake" will light up the night sky, creating unforgettable memories for all.

*(As with other live entertainment in the park, the presentation of the show Spring Festival Celebration: "Our Families" may be impacted due to inclement weather or other unforeseen conditions. For example, during poor weather including but not limited to high wind, poor air quality, heavy fog and/or lightning, we may adjust or remove the fireworks effect, or temporarily delay or cancel the show.)*



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The joyful and lively atmosphere of the Spring Festival has also spread through Disneytown. On the first morning of the Spring Festival, the traditional Lion Dance accompanied by the sounds of gongs and drums will give the guests a chance to wish for wealth and good fortune. From January 29 to February 2, guests will have the opportunity to enjoy the special Dragon Parade in Disneytown. Additionally, a variety of themed activities such as the Spring Festival Market, Spring Festival Lucky Workshop, and Spring Festival performances will run until February 12, inviting guests to fully immerse themselves in the rich traditions of the holiday.



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As a pivotal part of Shanghai Disney Resort's ongoing commitment to giving to local communities and spreading joy and strength to those in need, the resort's leadership and Disney VoluntEARS joined forces to pack thousands of new year gift bags filled with love and blessings right before the holiday. Over the past week leading up to the Spring Festival, nearly 6,000 Disney new year gift bags, jointly prepared by Shanghai Disney Resort and The Walt Disney Company China, were successively distributed to over 50 children's hospitals across the country, including 50 children's hospitals that have Disney Fun Houses. The resort's Disney VoluntEARS also made a special visit to the Shanghai Children's Hospital of Fudan University to deliver festive gifts to the bedsides of hospitalized children, bringing joy and festive blessings to these children and their families during this special time of year dedicated to family reunions.





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As the Year of the Snake begins, Shanghai Disney Resort embraces this festive season by sharing magic and happiness with guests, the local community, and cast members. Shanghai Disney Resort invites guests to gather with their family and friends in a magical Spring Festival atmosphere, and wishes everyone prosperity, good fortune, and luck throughout the coming year!

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*Shanghai Disney Resort has been clothed in new decor for the Spring Festival and equipped with a diverse array of themed experiences, inviting guests from all over the world, along with their family and friends, to celebrate the season in a joyous atmosphere.*





*Garden of the Twelve Friends has once again been transformed into New Year Wishing Garden, where guests, their friends and families can write down their wishes and blessings on wishing cards for the upcoming year.*



*In the Garden of the Twelve Friends, celebratory decorations have been hung around the Year of the Snake display, featuring Gary, the new character from the film Zootopia 2, as the center imagery, attracting guests to view the new display.*



*Guests gathered to meet Disney characters in their new outfits for the Year of Snake and snap photos against the Spring Festival-themed decorations.*





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*During the Spring Festival, Shanghai Disneyland is presenting special themed performances that immerse guests in the holiday spirit, infused with Disney magic.*

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