

IMMEDIATE RELEASE

**Immerse Yourself in the Magic of Springtime at Shanghai Disney Resort**

*Join your favorite Disney friends and experience the fresh fragrance of blossoms, the gentle caress of warm spring breezes, and the sounds of happiness*

**Shanghai, February 25, 2025** – Spring has arrived at Shanghai Disney Resort, as mild weather arrives in the city to awaken the magical sounds, sights and fragrances of nature! And to help celebrate the start of the season, from March 3 to May 31, 2025, the resort becomes the stage for a colorful spring fairytale, brought to life by Disney friends and a series of enchanting activities each month. Also debuting this April is the Disney Inspiration Run · Morning Fun, inviting guests to enjoy the beauty of spring mornings like never before with an energizing exercise through Shanghai Disneyland. With all this unmissable excitement alongside a delightful array of seasonal favorites, countless fresh experiences, one-of-a-kind photo opportunities, and an endless bouquet of treats and merchandise to enjoy, guests from near and far can immerse themselves in a fairytale spring this season at Shanghai Disney Resort.





**Bask in the beauty of nature as stunning Disney-themed floral vistas blossom into life**

This spring, over 200 varieties of flowers in bloom all around the resort invite guests to explore some of nature's most beautiful treasures at every twist and turn. Each month promises spectacular sightings of different seasonal flowers: March brings the splendor of tulips to Mickey Avenue and Fantasyland, adding vibrant colors to dreamlike views; April brings the delicate cherry blossoms into full bloom in the Garden of the Twelve Friends, resembling soft pink clouds that gently sway in the spring breeze; May conjures up the wonderful crimson of rose at Shanghai Disneyland and Wishing Star Park, enveloping the landscape in lively hues. These are just a few of the many seasonal varieties on display at the resort, with more offering new and unique botanical delights to discover!

Many of these colorful buds will also be springing up in an array of delightful character-themed topiaries, including displays of Mickey and Friends, Duffy and LinaBell, Judy Hopps and Nick Wilde in the park. These topiaries will move through a spectrum of colors as the months change, giving rise to ever-changing vistas for guests to enjoy. When strolling down Mickey Avenue, be sure to check out the Blooming Flower Wall near Il Paperino. This colorful, floral-inspired decoration provides a vibrant backdrop for capturing unforgettable springtime memories. Meanwhile, avid egg hunters can look forward to plenty of "egg-citing" surprises as even more sculpted eggs appear in the Gardens of Imagination.

**Spring colors abound in new character outfits and the eagerly awaited Disney Color-Fest**

It's not just in the picturesque floral displays and park décor where the colors of spring come alive—Disney friends are also embracing the styles and shades of the season in their new spring outfits:

- Mickey and friends are going for a charming countryside look with floral patterns and Easter eggs that capture the joy of farm life.
- Duffy and his friends are getting ready for a spring picnic where they will go on an egg hunt and paint in outfit that are bursting with vibrant spring colors, floral designs and handcrafted eggs.
- Winnie the Pooh and Friends are venturing into the magical woods for a spring outing, donning a selection of nature-themed outfits as they engage in a fun spot of peekaboo.







Guests can get their first glimpse of this colorful attire at the special Disney Friends Spring Fashion Show on March 3, where all of the characters will be taking to the castle stage to share their brand-new looks.

Bringing even more color to the park this spring is the classic “Disney Color-Fest: A Street Party!,” inviting guests to join their favorite Disney characters in blue, red and yellow groupings for a colorful song and dance as the parade route comes to life in a stunning street party exploding with music, characters and color! The classic morning show “Zaoshanghao” also returns to welcome guests into spring with interactive performances from Mickey and Friends and Duffy and Friends.





**Experience the fun with different Disney friends each month with a revolving lineup of exciting themed festivities all season long**

Every month is cause for a different celebration at Shanghai Disney Resort this spring, starting with **Disney Princess Month** from March 3 to 31. In honor of International Women's Day in March, the Mickey floral will transform into a Minnie design and Minnie's custom-made sign will once again greet guests at the entry portal, with the 'ni' in the park's name altered to its feminine variant from Minnie's name. The tribute to women continues throughout the month with a full lineup of princess-themed events. In *"Starting Now: A Disney Princess Celebration,"* the Enchanted Storybook Castle comes to life in a montage of memorable scenes featuring Disney Princesses and Queens Anna and Elsa from Walt Disney Animation Studios' *Frozen* films. Guests will also have many opportunities to meet and see their favorite Disney Princesses. They can interact closely with them at the Castle Encounters Princess Meet and Greet Locations, see them make surprise appearances on the castle balcony, and watch them in the "Mickey's Storybook Express" parade and the classic performance "Golden Fairytale Fanfare" in front of Enchanted Storybook Castle.

April then brings double the fun with **Chip 'n' Dale's birthday** and **Winnie the Pooh festivities**. On April 2, all eyes are on Chip 'n' Dale as the loveable critters celebrate their birthday together with guests and their buddy Clarice. The celebrations then continue with all things Pooh in The Hundred Acre Woods, where the honey-loving bear and his friends bask in the lush flowers and trees that have sprung up all around them.

As April flows into May, Super Heroes and animals takeover with the **Marvel Month** and the new **Zootopia Spring** from May 6 to 31. A must-see experience for any Marvel fan, Marvel Month gives guests the chance to see Mickey and Friends dress up in their Marvel Super Hero outfits as well as special appearances of the Avengers themselves in Tomorrowland. Rounding off an exciting month in May is Zootopia Spring, where guests are able to embark on a spring citywalk in this vibrant metropolis.

**Put a spring in your step and kickstart the morning with the exciting Disney Inspiration Run · Morning Fun**

Filled with the sound of birdsong, refreshing dew drops, and gentle rays of sunshine, spring mornings are one of nature's greatest gifts—and from April 10 to 13, early birds are in for a very special treat as **Disney Inspiration Run · Morning Fun** makes its debut at Shanghai Disneyland. Starting from the parade route, the fun-filled run will take guests on a whistlestop tour around the park, where they will be able to enjoy the spring scenery of all eight themed lands before the park opens to the general public. All along the route, Disney friends and Marvel Super Heroes will be cheering them on as they race towards the finish line, where not only glory awaits, but the chance to explore the park and enjoy Early Entry privileges.



Exclusively presented by Skechers and co-sponsored by Nespresso, United Family Healthcare, and other partners, the event offers guests a unique opportunity to experience the magic of Disney with family and friends in a new way. Starting from March 24, 2025, guests can learn more about event registration and other detailed information through Shanghai Disney Resort official APP and WeChat account.



**Enhanced Il Paperino and new spring menus invite guest to indulge in a kaleidoscope of colors and seasonal tastes**

This spring, there's no better way to enjoy the warm breeze than with a delightful scoop of hand-made, Italian style gelato and ice cream at the newly enhanced Il Paperino! Opened by Donald Duck following a wonderful adventure in Venice, where he rowed gondolas and discovered the rich flavors and various eating styles of gelato with family and friends, the Il Paperino ice cream parlor invites guests to step into an enchanting world where every scoop tells its own story! Guests can savor classic ice creams, desserts and all-new gelatos in a variety of rich flavors and seasonal specials, served in cones, Donut Sandwich or gondola-themed souvenir cups. Every bite promises a sweet, refreshing journey following in the footsteps of Donald's own adventures!







Seasonal specialties are also waiting to be discovered across a diverse range of menu items at the resort. Among them is the lobster set menu at Aurora - which features an assortment of dishes innovatively incorporating the prized seafood in a variety of delicious flavors and styles - as well as the beloved classic Spring Brunch and Spring Afternoon Tea menus at the Royal Banquet Hall for true regal indulgence. Just as fresh are the ever-changing lineup of seasonal souvenirs available each month: starting with the Color-Fest Sipper and Disney Princess Themed Sipper in March, the Chip 'n' Dale Souvenir Cup and bucket in April, and the Nick Souvenir Cup in May, there's a whole season of goodies for guests to seek out.



**Dress in style and take home the freshest trends with new facepainting services and spring merchandise collections**

Throughout the season, guests can enjoy a brand-new face and hand painting service in Fantasyland. With many vibrant and lively themed styles, guest can enjoy a more immersive dress-up experience as their favorite characters, whether it's as a royal princess, or creative Duffy and his friends, adding a magical touch to the enchanting themed-festivities.

New merchandise offers guests even more ways to add a spring of color to their day. The **2025 Spring Mickey and Friends Collection** is brimming with countryside chic in trendy shades of green, warm yellows, and soft pinks, while the **2025 Spring Duffy and Friends Collection**



captures the whimsical spirit of spring with egg-hunting fun, macaron-color and floral-themed designs. Guests looking to make the most of the outdoors this spring will find great options in the full range of practical clothing and accessories featured in the **2025 Spring Winnie the Pooh and Friends Collection** and the **2025 Spring Zootopia Collection**. For that extra burst of color, the **2025 Color Fest Collection** includes a selection of clothing and collectible items in bright shades of blue, red, and yellow echoing the exhilarating Disney street party.



**Enjoy more spring fairytales with International Women's Day ticket offers, Annual Pass special offers, and a trip to Disneytown**

In celebration of International Women's Day, Shanghai Disney Resort is rolling out limited-time Afternoon Tickets for visits on March 8, 2025. On sale from March 4 to March 8, 2025, and available for purchase across official channels, the ticket provides special access to Shanghai Disneyland after 15:00 on March 8 for just RMB 299 for a standard ticket and RMB 224 for children, seniors, and guests with disabilities.

The rich experiences and themed activities make multiple visits worthwhile this spring. The Shanghai Disneyland Annual Pass provides incredible value for guests, giving them the opportunity to enjoy a whole year of ever-changing magic across the Resort, along with discounts, priority experiences, and special events. Guests can also upgrade their designated





park ticket to an Annual Pass on the day of their visit for a discounted rate and additional benefits. Guests can now enjoy a 12-month interest-free installment plan when purchasing an Annual Pass through the official Shanghai Disney Resort APP, making it even easier to enjoy the fun all year round!

Shanghai Disney Resort is also offering an exciting range of ticket bundles and exclusive hotel packages that make it easier than ever for guests to discover all of the springtime magic that await throughout the resort. With the Disney Dream Vacation - Spring-to-summer Package, guests can enjoy a stay at Disneyland Hotel or Toy Story Hotel with a Park View Room, plus breakfast, dinner, park tickets and complimentary in-park F&B coupons. Tickets are available to purchase from February 25 to August 29, 2025, and valid from March 2 through August 30, 2025.

Spring has sprung in Disneytown, where exciting offerings and activities provide endless inspiration for exploring the beauty of the season. Nothing says springtime quite like a leisurely stroll through Wishing Star Park to enjoy the stunning variety of flora and fauna. Guests can even enroll in the Spring Sketching Workshops to try their hand at capturing the beauty of nature using just pencil and paper. Other activities include the spring edition of the Magic Glee Club and the Spring Fresh Market, where local crafts and delicacies - including exclusive items for the Spring Healthy Food Season - are waiting to be discovered.



With a vibrant bouquet of activities, characters, and experiences in full bloom this season, spring at Shanghai Disney Resort is a colorful fairytale for all!

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