

FOR IMMEDIATE RELEASE

Embrace the Wonders of Winter with the Disney Winter Frostival and a Full Season of Festivities at Shanghai Disney Resort

Brand-new Christmas tree and reimagined seasonal décor add extra sprinklings of magic to the winter season

Shanghai, October 28, 2025 – As the twinkle of seasonal lights fills the night sky and the first winter frosts greet the day, a season of winter magic awakens at Shanghai Disney Resort. From November 7, 2025, until March 3, 2026, the iconic **Disney Winter Frostival** will transform the resort into a glittering fairytale filled with delightful seasonal offerings and celebrations, from Mickey Mouse and Minnie Mouse's birthday, the festive Christmas season, to New Year's and beyond. With beloved entertainment shows, heartwarming food and beverage offerings, and a wide selection of holiday gifts, each celebration becomes a treasure trove of joyful moments that fulfill every winter wish guests could dream of!



Look forward to a season full of winter magic, dazzling new décor and so much more

During this year's Disney Winter Frostival, guests can immerse themselves in enchanting Disney winter scenes, brought to life with magical décor inspired by beloved Disney characters. This year, meet a charming troupe of **all-new snow statues** – making their debut along Mickey Avenue and the Gardens of Imagination. Inspired by Mickey, Minnie, and their

friends, each “snowman” is uniquely styled with iconic accessories like Minnie’s polka-dot bow and Donald’s sailor hat – creating a delightful winter gathering. Guests can discover more snow statues inspired by beloved friends from Zootopia in the vibrant mammalian metropolis. The popular **ice sculptures** will also return to the park, featuring new friends and characters. More picture-perfect winter photos await at the brand-new **winter social wall**, where guests can pose with imagery of Mickey, Minnie, the Snowies, and Duffy and Friends as they enjoy a magical snow day!

When the Christmas season arrives, the entire resort will be transformed with brand-new holiday décor, creating a festive atmosphere at every turn. As one of the most iconic symbols of the season, an **all-new Christmas tree** will come to life each evening in the Gardens of Imagination. Taller than ever before and the tallest among all the Christmas trees throughout the resort, this majestic tree is adorned with star-shaped ornaments and glossy balls, stretching from its base all the way to its crown. At the very peak, a radiant star shines triumphantly, casting a soft, ethereal glow over the entire scene and completing this breathtaking centerpiece of the festive season.

This year, guests will be drawn even deeper into Disney’s winter wonderland with the highly anticipated return of beloved seasonal experiences. **Mickey’s Snow Magic** makes an unmissable highlight to any winter visit, conjuring up a snow globe-like flurry of snowfall on Mickey Avenue. The celebration continues with the guest-favorite **Disney Winter Magic Cavalcade**, where dazzling floats and Disney friends adorned in mesmerizing winter outfits bring classic Disney winter scenes to life. Another unmissable experience is of course **A Celebration of Disney Winter Frostival**, featuring timeless Disney stories through amazing projections, beautiful lights, and evocative sounds at the Enchanted Storybook Castle and the Gardens of Imagination.

Guests can also share heart-warming moments with a host of beloved Disney friends. **Disney Queens, Princesses, and Princes** from the Disney Winter Magic Cavalcade will be ready to meet guests in their special winter outfits at Castle Encounters. **Winnie the Pooh and Friends** have also dressed up in their new winter fashions featuring a selection of natural textured fabrics.





Mickey and Friends and Duffy and his friends can't wait to put on their festive holiday outfits to join guests in celebrating the joy of the Christmas season. In preparation for their big Christmas party, **Mickey and Friends** have found themselves transformed into wind-up toys. Mickey wears a marching band hat and a royal-style uniform with gold-trimmed edges, while Minnie wears a tiny crown and a beautiful tutu dress decorated with little snowballs. Never one to miss out on sharing the Christmas spirit, **Santa Goofy** is once again ready to grant Christmas wishes on Mickey Avenue.

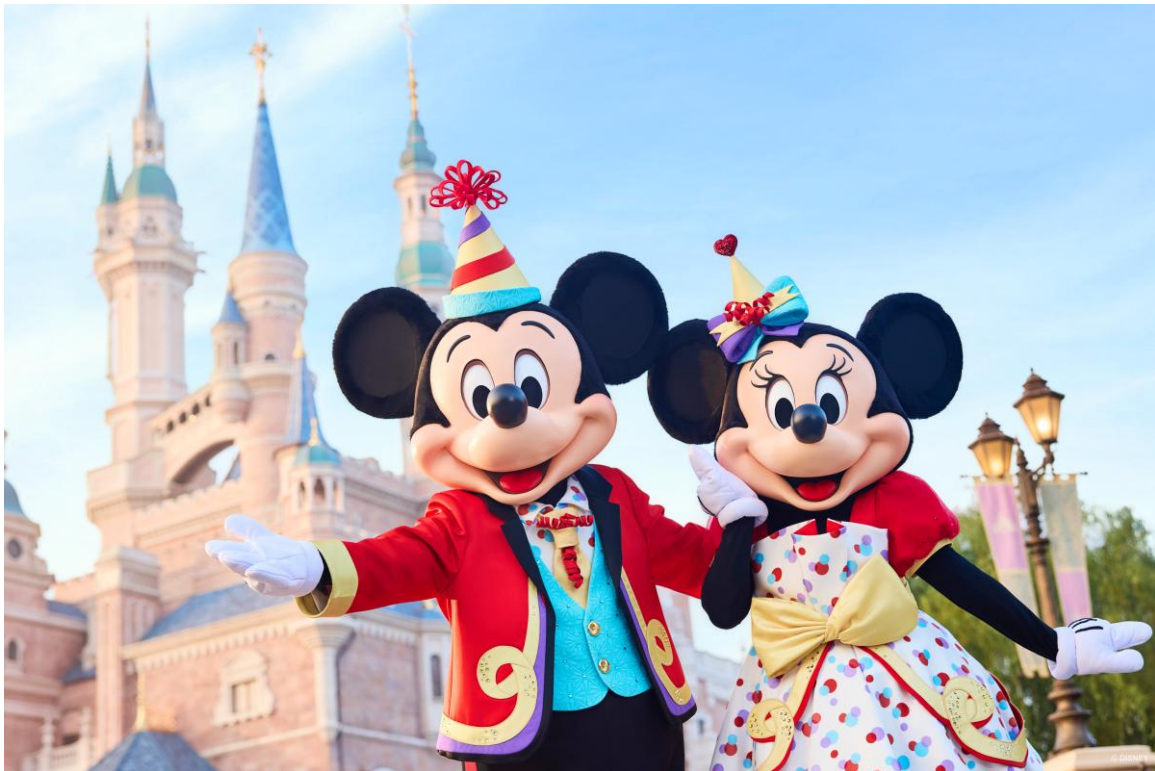
Duffy and Friends are dressed from head to toe in cozy winter warmers decorated with lovingly colorful baubles. Duffy wears a padded coat paired with a warm scarf, while ShellieMay has a big, fluffy collar on her padded coat. Gelatoni wears a knitted hat and a cool pair of ski goggles, while StellaLou is pairing her coat with a beret. CookieAnn is wearing a cozy coat tied with large decorative bows, 'Olu Mel has turned falling snowflakes into stylish decorations for his jacket, and LinaBell is in an adorable bauble sweater set with bell-shaped buttons.



A season of celebrations unwraps fresh surprises all winter long

Highlight 1: Mickey and Minnie kick off the winter celebrations with a fun-filled birthday party

From November 12 to 18, a week-long celebration will be held in the park to mark a magical birthday party for Mickey and Minnie! During the celebration, the famous couple will appear in special celebratory outfits as they welcome guests on Mickey Avenue.



A secret birthday surprise moment will occur every day during the Shanghai Disneyland Band performance in front of the Enchanted Storybook Castle. Following the nighttime spectacular each evening, **Mickey and Minnie's Birthday Celebration Castle Projection "Best Wishes"** will fill the air with fireworks and projections celebrating the love and friendship between the iconic couple and all their friends. Then, on November 18, Mickey and Minnie will host a birthday celebration in front of the castle and bring the party to an unforgettable finale.



Highlight 2: Enjoy the timeless joy of Christmas with family and friends

The enchanted winter atmosphere sparkles even brighter with the arrival of Christmas celebrations, running from November 21, 2025, through January 3, 2026. During one of the season's beloved traditions, **Mickey's Magical Tree Lighting Ceremony**, Mickey, Minnie, Duffy, and LinaBell will gather with a live band to witness this special tree-lighting moment. For even more Christmas traditions, popular holiday shows including **Happy Holidays, Mickey!**, **Christmas Swing**, and **Mickey Avenue Carolers** all return to keep the festivities flowing.

The merriment continues in Disneytown where the holiday magic lasts all day long. Guests exploring the **Disneytown Christmas Tree Trail** will delight in three new festive trees themed to classic Walt Disney Animation Studios stories, such as *Peter Pan*, and Pixar Animation Studios stories, such as *Up*, and *Monsters, Inc.* On weekends and holidays starting December 12, guests are invited to meander through the **Disneytown Christmas Market** where a dazzling selection of seasonal food, crafts, and activities awaits. Guests can also drop by **Santa's Cabin** to share their Christmas wishes and take selfies together for the happiest of ho-ho-holidays.

Highlight 3: Ring in the new year in true Disney style

For a truly magical ending to the year and a wonderful start to the next one, guests are invited to experience the exclusive New Year festivities on December 31, 2025, and January 1, 2026. Guests can join Mickey and Friends who will be celebrating along Mickey Avenue in their New Year's outfits before catching the special castle celebration – **"Ignite the New Year"** in front of the Enchanted Storybook Castle.

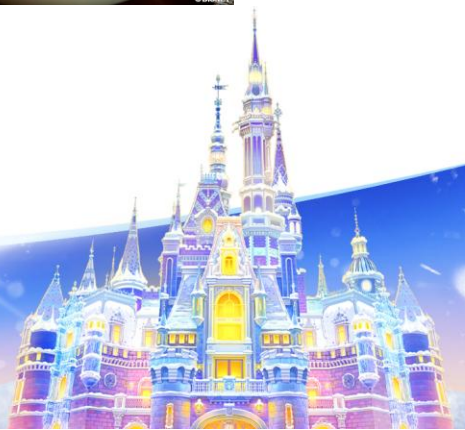
Indulge in the season with heartwarming treats and gifts

Winter's most joyful moments are often found in the little pockets of warmth spread throughout the day, and guests at Shanghai Disney Resort this season will have a selection of **warm and sweet treats**. Christmas-themed donuts, cookies, and muffins bring seasonal fun to snack time, while the return of seasonal favorites like Duck Leg in Turnip Sour Soup offers moments of pure winter bliss. Guests can also enjoy a variety of **hot drinks**, ideal for an on-the-go warmer in between activities.





For those extra special occasions with family and friends, **Christmas set menus** at the Royal Banquet Hall and Shanghai Disneyland Hotel's Aurora offer a warm space to celebrate or relax while enjoying a selection of dishes inspired by wintry flavors. Seasonal fare is also on the menu at Lumière's Kitchen **Christmas Season Dinner Buffet**, where guests can dine on a lavish spread of mouth-watering delicacies. From winter specialties like hairy crab prepared in multiple styles and an abundant seafood selection, to exquisite desserts and special drinks, guests can savor a festive feast amid a rich holiday atmosphere while enjoying quality time with family and friends.



Guests can also share the magic of the season with gifts that become treasured keepsakes for loved ones. Among the new arrivals, the **Mickey and Friends Christmas Waltz Collection** is filled with exciting gifting ideas from its vibrant lineup of fun Christmas sweaters, accessories, home décor, and toys. Guests planning to join Duffy and Friends' footsteps on their own winter outing this year need look no further than the **Duffy and Friends Snowy Pals Collection** and its curated selection of fluffy and warm items like padded jackets and warm hats. Guests will also find plenty of items for unforgettable stocking fillers in other winter collections inspired by **Stitch and Angel**, **Winnie the Pooh and Friends**, and **Zootopia**. From cozy scarves to furry earmuffs, there's something for everyone to stay warm and snug this winter.

Create a magical holiday celebration with hotel and ticket packages

When it's finally time to wind down after a full day of exciting experiences, guests can remain immersed in the winter magic with a stay at Shanghai Disneyland Hotel and Toy Story Hotel. New this year, glistening lights will illuminate both hotels with Christmas wreaths, towering trees, tinsel and more, welcoming guests on arrival and keeping the holiday spirit alive throughout their stay. To help guests plan their dream vacation, Shanghai Disney Resort is offering the **Disney Dream Vacation – Winter Frostival Package** available for purchase from October 31, 2025, through February 27, 2026. The package includes a one-night stay at one of the two resort hotels, plus a breakfast buffet and dinner buffet for two adults, two one-day dated park tickets, in-park food & beverage coupons for two adults, and Disney Premiere Access of the first performance of "Disney Winter Magic Cavalcade" for two.

**The above-mentioned shows may be impacted due to inclement weather or other unforeseen conditions. For example, during poor weather including but not limited to rain, high wind, poor air quality, heavy fog and/or lightning, we may temporarily delay or cancel the shows.*

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