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Saddle Up and Catch the Magic Together at Shanghai Disney Resort in the Year of the Horse

Join friends and family for a magical Spring Festival reunion, as Disney's beloved equine friend Bullseye leads the resort's festive celebrations

Shanghai, January 15, 2026 – Corral your friends and family together and trot, canter or gallop into the Year of the Horse with Bullseye from Pixar Animation Studios' *Toy Story* films, along with Mickey and Friends as they celebrate Spring Festival at Shanghai Disney Resort! From January 28 until March 3, 2026, enjoy an exciting mix of traditional celebrations and fresh Disney offerings, infused with magical charm that invites friends and families to reunite for an unforgettable New Year experience. From horse-inspired Spring Festival décor and classic Disney celebrations to festive feasts, treats, and New Year's gifts—plus the debut of this year's zodiac animal Bullseye—guests can catch the magic together with loved ones this Spring Festival at Shanghai Disney Resort.



Gallop into the Year of the Horse at Shanghai Disney Resort

This Spring Festival, the horse takes center stage as equine-themed décor in auspicious red and gold envelops Shanghai Disney Resort. From streams of horse-shaped lanterns striding across Mickey Avenue and hanging decorations featuring Mickey and Friends atop their trusty steeds, to the must-see giant lantern that illuminates the Gardens of Imagination—the Year of the Horse is in full stride, putting guests right in the heart of the festivities at every moment.

Riding into the resort just in time for the Spring Festival is Bullseye, representing this year's zodiac animal. Known for his buckaroo adventures with Woody and Jessie, the affectionate and loyal toy horse is set to make his resort debut on January 28 at an exclusive Welcome Moment on the Pepsi E-Stage. All throughout the Spring Festival season, guests will have the opportunity to see Bullseye as he makes surprise appearances at the daily Spring Festival Drum Ceremony and interact with him in Disney·Pixar Toy Story Land. Special Bullseye-themed decorations will also be popping up around the park, including the huge main center piece at the entrance to Mickey Avenue and in the Garden of the Twelve Friends, which has been transformed into the Wishing Garden together with other Disney zodiac characters ready to grant happy wishes to all those who stop by.



In the vibrant world of Zootopia, fans of the recent Walt Disney Animation Studios film *Zootopia 2* will spot hidden surprises inspired by new equine characters, the Zebros and the new mayor Brian Winddancer. Meanwhile, the horse mayor is sharing his “Happy Lucky Ear Festival” messages through a lineup of immersive experiences woven across the land. From Winddancer’s greeting card in Zootopia Police Station, to new window stickers with playful New Year puns adorning the streets, as well as the horse mayor’s daily Festival speech coming to life in the land, his cheerful wishes invite guests to embrace a prosperous Year of the Horse.





Across Shanghai Disneyland this Spring Festival, more horses from beloved Disney stories canter in to spread good fortune to guests of all ages. The Fantasia Carousel in Garden of Imagination, featuring 62 enchanting flying horses, invites guests to take a magical stride into luck. Meanwhile, at Woody's Roundup in Disney·Pixar Toy Story Land, guests enjoy a hoof-tapping hoedown as Andy's toy ponies—including Lasso, Ace, Lucky, and more—cart them around the backyard to lively beats.

Disney friends dress up from head to hoof, spreading cheer in festive style

Disney friends embrace the Year of the Horse spirit, donning festive outfits to share joy and blessings with guests—honoring the tradition of welcoming the Spring Festival in fresh, lucky attire.

To celebrate the Year of the Horse, Mickey and Friends are donning vibrant Chinese-style outfits with rich horse-themed cultural details. Their looks feature traditional elements including horse motifs, gold ingot designs, and embroidered patterns symbolizing prosperity and good fortune. Mickey's outfit features a koi fish hat, a horse-embroidered jacket, and traditional embroidered shoes, while Minnie's outfit includes a traditional tiger hat, a water-drop-shaped collar top with ruffled cuffs, and a horse-themed sachet.





Duffy and Friends have decided on a look infused with traditional Chinese inspiration. The designs combine new Chinese style with patterns of the Year of the Horse, offering a festive aesthetic. Duffy wears a cozy outfit featuring a Chinese-style jacket, while his friends' outfits feature butterfly designs and Chinese floral embroidery, reflecting the vibrant spirit of the Year of the Horse through a blend of traditional motifs and modern charm. Each friend also wears charming pastel shades with fluffy trim on their outfits to give their celebration a warm and cuddly festive feeling. In the Hundred Acre Wood, Winnie the Pooh and Friends are embracing a warm, festive style as they wrap themselves up in cozy red scarves featuring traditional Chinese touches.



Rein in the fun with fresh Disney entertainment this Spring Festival


This Spring Festival, signature festive shows loved by guests will fill Shanghai Disneyland with celebratory sights, sounds, and magic. Guests can step into their own New Year's dance with Mickey and Friends for a very festive Mickey Avenue Shanghai Swing. After that, head to Goofy, dressed as the God of Fortune, to catch a lucky New Year blessing. On February 17, the Year of the Horse kicks off with a lively Ceremony for the First Day of the Year of the Horse. Guests are invited to join the excitement and embrace a prosperous celebration ahead. From the eve of the Spring Festival on February 16 through to the Lantern Festival on March 3, an extra special surprise awaits. The nighttime celebration, Spring Festival Celebration: "Our Families", returns with a spectacular fireworks display that lights up the night sky with the Chinese character for "horse".

Over in Adventure Isle, guests will have the opportunity to enjoy the much-loved live stage show, The Adventure of Rhythm, returning from January 16 to March 1.

Starting February 17, 2026 for a limited time, guests will have the opportunity to encounter BDX Droids at Tomorrowland, a highlight during the festive season. The interactive *Star Wars* experience follows a galactic explorer and BDX droids, the expressive, free-roaming real-world robots first seen at Batuu in *Star Wars: Galaxy's Edge*, who find themselves stranded on an unknown world, inviting guests to help them learn about local culture as they search for a way home. The immersive, tech-forward experience unfolds through close-up interactions that invite guests to engage with the droids, sparking curiosity and moments of delight.

Gather for a New Year's reunion feast with Disney touch

Across Shanghai Disney Resort, the spirit of Spring Festival bursts to life through shareable dishes crafted for reunion dinners and good luck in the year ahead. Families and friends celebrating a special reunion at Shanghai Disney Resort will find the perfect destination for their Spring Festival meal at one of the resort's restaurants, with each destination offering an unforgettable setting for a memorable New Year.

- Guests can enjoy their Spring Festival Family Feast at the Royal Banquet Hall, where specially curated Spring Festival set menus are thoughtfully composed around wishes of prosperity. From delicate Shiso Leaf Smoked Fish appetizers to Sweet and Sour Mandarin Fish presented as a celebratory main entree, a wide array of fish dishes symbolizes the hope for abundance in the new year. A diverse selection of Family New Year Feasts awaits at more restaurants around the park, including Barbossa's Bounty and Pinocchio Village Kitchen. These generous sharing sets blend each restaurant's distinctive flavors with red fish, symbolizing blessings, good fortune, and the spirit of reunion.
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- For a sweet finale, guests can embrace the tradition of enjoying oranges for good luck during the new year with items like delicious Mandarin sorbets and Kumquat ice cream at Il Paperino, or Orange and Hawthorn Crepe with Strawberry Ice Cream at CookieAnn Bakery Café. Fans of Disney Animation's *Zootopia 2* can also enjoy the playful Winddancer Cotton Candy and Hot Chocolate with Winddancer cup sleeves at outdoor vending carts and Tortuga Treats, adding more fun to the festive experience.
- At Lumière's Kitchen in Shanghai Disneyland Hotel, a sumptuous festive buffet with farm to table food, seasonal specialties, and immersive entertainment awaits, making it a perfect dining location for a family reunion feast.



Spur on the good luck and share happy blessings with exclusive Year of the Horse gifts

Brand-new Year of the Horse merchandise collections offer guests fresh ways to embrace Spring Festival traditions, from sending gifts and donning new outfits to giving homes a festive makeover with lucky decorations.

- Inspired by traditional Spring Festival folk art, the 2026 Spring Festival Mickey and Friends Collection features the friends riding on horses and dressed in looks adorned with auspicious elements, sharing wishes of instant good fortune, prosperity, and happiness through apparel, Spring Festival couplet magnets, home decorations, and other lucky essentials for reunions and holiday visits.



- The 2026 Spring Festival Duffy and Friends collection captures an exciting New Year's Eve party as adorable friends prepare to welcome the Year of the Horse. Featuring modern Chinese-inspired designs, each plush boasts crossbody horse charms, delicate embroidery of auspicious clouds, lotus flowers, and galloping horses that bring the Year of the Horse spirit to life.
- The 2026 Spring Festival Zootopia Collection brings vibrant joy, dressing its characters in whimsical horse hats and festive red scarves. Alongside classic plush and plush keychains, this collection includes must-have fleeces for family outings and perfect plush crossbody bags for festive adventures. In addition, a series of Winddancer-themed merchandise experiences will be featured across the park, bringing guests more moments of joy to the Spring Festival trip.
- More character-themed collections bring a unique horse charm to the Year of the Horse season. The Year of the Horse Bullseye Collection captures the festive spirit, blending classic *Toy Story* charm with New Year-inspired details. The 2026 Spring Festival Goofy Collection brings a playful twist to the celebrations with cozy, stylish items reflecting his dress-up as a little horse. The 2026 Spring Festival Scrooge Collection embodies wealth and prosperity through items inspired by his wealth. Inspired by candied hawthorn treats and playful rocking horses, the 2026 Spring Festival Winnie the Pooh and Friends Collection brings plush toys topped with adorable horse-shaped hats—capturing the sweet joy of togetherness and New Year's happiness.



New year magic continues with Disneytown celebrations, hotel vacations, and ticket offers

Alongside an enchanting day of festivities at Shanghai Disneyland, guests will find even more ways to make their reunions truly unforgettable with a packed lineup of captivating shows and experiences at Disneytown. Guests strolling through Disneytown on Fridays and weekends starting January 31, 2026, will encounter lively entertainment and performances from the Disneytown Spring Festival Dance Moment and Magic Glee Club. From February 17 to March 3, the Spring Festival Market brings the vibrant atmosphere of Spring Festival to life, offering an enticing selection of traditional snacks, activities, and entertainment for guests to enjoy.

For even more memorable reunions, the two Shanghai Disney Resort hotels provide a festive haven to extend those special moments with family and friends from near and far. Bullseye even trots into Toy Story Hotel as the star of its New Year décor. From festive lobby centerpieces to lanterns and couplets, horse-themed details transform the hotel, creating a joyful arrival for the season's reunion. Guests can elevate their Spring Festival to magical heights by booking a stay at the resort's two hotels, where horse-themed elegance, joyful family activities, and exquisite dining create an unforgettable immersive escape.

To help guests plan their Spring Festival vacations, Shanghai Disney Resort is offering multiple ticket offers.

- Two exclusive Spring Festival Family One-Day Ticket Packages will be available for families who wish to enjoy a memorable family trip, including a package for one adult and one child, and another package for two adults and one child. Both packages include standard park entry and Disney Premier Access Deluxe Set of 11 for all guests, plus in-park food & beverage coupons worth RMB 100 per guest and a PhotoPass.
- Guests can savor Disney Dream Vacation – Winter Frostival Package until March 2, 2026, blending winter wonders with Spring Festival magic. Enjoy one night in a park-view room at Shanghai Disneyland Hotel or Toy Story Hotel, a breakfast and dinner buffet for two adults, one-day dated park tickets for two adults, plus Disney Premier Access to the first "Disney Winter Magic Cavalcade" performance.

Saddle up for an unforgettable Year of the Horse at Shanghai Disney Resort. Spring Festival reunions burst with lucky charms, festive experiences, timeless traditions, and new surprises!

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