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Galloping Into the New Year! Shanghai Disney Resort Marks the First Day of the Year of the Horse with Bullseye

Shanghai, February 17, 2026 – Shanghai Disney Resort ushered in the auspicious Year of the Horse with a traditional lion eye-dotting ceremony this morning at Shanghai Disneyland, bringing fortune and prosperity to guests and cast members. Marking the first day of the Year of the Horse, this time-honored ceremony featured a special appearance from Bullseye, the beloved horse character from Disney and Pixar's *Toy Story* films, alongside Mickey Mouse and Minnie Mouse dressed in their festive outfits. Andrew Bolstein, President and General Manager of Shanghai Disney Resort was joined by Mickey Mouse to dot the eyes of two ceremonial lions, spreading good luck, cheer and unforgettable Disney magic to guests from near and far.



Spring Festival arrives each year as a cherished moment for families and friends to reunite and celebrate as one. This year's nine-day public holiday provides more time to savor those heartfelt connections with loved ones. At Shanghai Disney Resort, the festivities are now in full swing, unfolding through March 3, 2026. Throughout this period, the resort will shimmer with vibrant decorations and overflow with distinctly Chinese holiday cheer, beckoning guests to unite in the glow of reunion and immerse themselves in the rich tapestry of Spring Festival traditions.



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A cherished highlight of the Spring Festival celebrations returns each evening, from the eve of Spring Festival on February 16 through the Lantern Festival on March 3. The beloved nighttime spectacular, *Spring Festival Celebration: "Our Families,"* illuminates Enchanted Storybook Castle in dazzling splendor. The Chinese character for "horse" will light up the sky, symbolizing strength and good fortune for the year ahead, while dazzling projections and heartfelt music create unforgettable moments of reunion and celebration.

(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.)



The Year of the Horse will also mark the milestone tenth anniversary of Shanghai Disney Resort. As the resort draws nearer to its year-long "10th Birthday" celebration, which will officially launch



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in March, teams are racing through final preparations, gearing up for the celebration's grand debut.

As the Year of the Horse gallops in with blessings of vitality and good fortune, guests are invited to gather with family and friends amid the festive spirit of Spring Festival and throughout the entire year, embracing the year filled with happiness, joy, and unforgettable Disney magic!



Horses gallop into the spotlight this year, from Bullseye embodying the zodiac star to enchanting flying steeds on The Fantasia Carousel and Andy's toy ponies at Woody's Roundup. These magical equine adventures delight guests across the resort, ushering in a wondrous Year of the Horse.



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Bullseye has officially joined the zodiac mosaic, where his lively and spirited image conveys heartfelt wishes of smooth journeys and good fortune to every guest.



What's more, in the world's first and only Zootopia, decorations featuring the new Zootopia mayor Brian Winddancer and the Zebras and playful window stickers create festive experiences.



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The popular Gardens of the Twelve Friends has once again been transformed into a festive New Year Wishing Garden, where guests share their best wishes for the coming year.

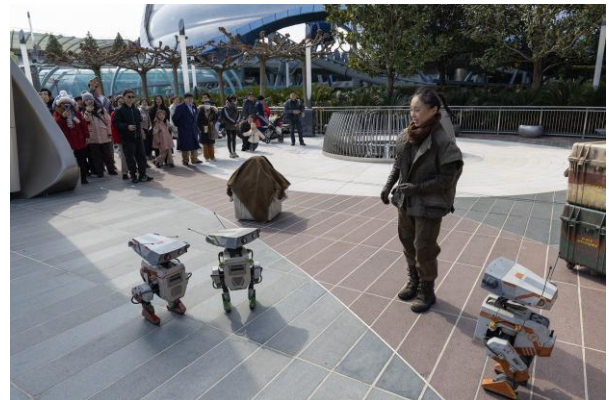




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From character greeting experiences where Disney characters appear in their traditional Chinese-style outfits with rich horse-themed cultural details, to signature festive shows loved by guests, Disney entertainment infuses the holiday with fun and excitement, while conveying New Year vitality and good fortune.



Guests are thrilled with a brand new, limited-time BDX Droids encounter in Tomorrowland. For the first time at Shanghai Disney Resort, guests can join a galactic explorer for close-up interactions with the expressive, free-roaming real-world robots first seen at Batuu in Star Wars: Galaxy's Edge, and create moments of curiosity and delight as they engage with the droids.



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Festive celebrations go beyond the theme park. Disneytown is filled with joyful New Year cheer, where Disney dancers dressed in special holiday costumes present special Spring Festival performances. From February 17 to March 3, the Spring Festival Market offers an enticing selection of traditional snacks, activities, and entertainment for guests to enjoy.



At the resort's two hotels, Spring Festival weaves its magic into every detail, enveloping guests in a warm, celebratory haven that radiates the joy and togetherness of the season.

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