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Shanghai Disney Resort 10th Birthday Celebration Officially Begins, Setting Off a Year of “With You, It’s Magic+” Excitement

Singer Liu Yuning performs new birthday theme song “Magic Together” at Magic+ launch celebration

Day one of the yearlong celebrations sparkles into life with brand-new offerings

Shanghai, March 20, 2026 — Shanghai Disney Resort today launched its grand 10th Birthday Celebration, “With You, It’s Magic+,” ushering in a thrilling new chapter of wonder and imagination made even more magical together with guests, Disney friends and cast members. From today, guests visiting Shanghai Disney Resort over the coming year can commemorate this extraordinary milestone through an exciting lineup of new experiences, becoming part of the magic like never before. From new and refreshed entertainment and sparkling birthday outfits to celebratory treats, presents, and engaging moments, everyone is invited to join the “With You, It’s Magic+” experience and step into a glittering new decade with Shanghai Disney Resort.



Fresh new festive offerings immerse guests into the magic resort-wide

Across the resort, sparkling new offerings and experiences bring the birthday celebrations to life! Upon arrival, guests will step into the fun-filled celebrations featuring dazzling new birthday decorations, glittering character outfits, exclusive merchandise, delicious food and beverage, and updates to Disneytown and the two resort hotels—every shared moment brimming with magic!



The magic unfolded throughout the resort with celebratory décor, starting from the new Mickey Floral at the entrance to magical stars sparkling along every corner.



Hidden 10th Birthday elements scattered across the park, waiting to be discovered.



Beloved Disney friends greeted guests with birthday joy in dazzling new outfits, creating magical moments together!



Marking ten years of delicious Disney flavors, an array of festive feasts turned every bite into part of the celebration—from Magic Wish Noodle, return of 10 popular treats over the past decade, to signature flavors from cities across the country with a Disney touch.



The new 10th Birthday merchandise collections feature 6 collections and over 400 items with added varieties, styles, and personalization options, giving guests more ways to join the celebration and take home a piece of the magic.



The all-new Magic Wand stands out as a highlight, unlocking more immersive experiences for guests to summon and collect magic across the park.



Disneytown and the two resort hotels joined the grand celebrations with new decorations, surprises, and more.

New and reimagined entertainment experiences spark celebrations from day to night

Igniting the magic from day one, three new and reimagined entertainment experiences made spectacular debuts, immersing guests in a captivating world of dazzling sights, sounds, and Disney magic. On the enhanced Enchanted Storybook Castle stage, an all-new epic entertainment show *The Heart of Magic* made its grand premiere. Created exclusively for the milestone celebration, the four-chapter show features 11 musical numbers and 16 beloved Disney characters from Walt Disney Animation Studios' and Pixar Animation Studios' films, taking guests on an adventure to restore the heart of magic through the power of dreams, bravery and friendship. With an intricate set featuring more than 1,200 LED panels that transform throughout the show, guests become part of this magical world.





*The all-new show **The Heart of Magic** debuted on the enhanced Castle stage, immersing guests in every moment with Disney characters, dazzling outfits, and classic Disney melodies.*

Magic continued along the parade route as the adorable new **FriendSHIP! The Duffy and Friends' Special Pre-Parade** sailed ahead of Mickey's Storybook Express. All seven friends appeared in colorful celebratory attire as Duffy led the adventure with a wishing star glittering behind, while LinaBell peered through the telescope to guide the way. Amid sparkling waves, playful bubbles and golden ribbons, Duffy and Friends invited guests to dance along to the music.



*The new **FriendSHIP! The Duffy and Friends' Special Pre-Parade** brought guests smiles and magical waves from Duffy and Friends aboard the colorful vessel.*

The parade was further energized by an all-new Zootopia unit, bringing guests alongside superstar Gazelle's concert tour bus. Surprises unfolded as Zootopia residents grooved to the vibrant beats of "Try Everything" and "Zoo." Finnick took the wheel of the bus as a driver, while Mr. Big, Fru Fru and her daughter joined the celebration dressed in pink.



The all-new Zootopia float turned up the tempo of Mickey's Storybook Express, getting everyone moving their feet with wild tunes and dancing with Judy, Nick, and more Zootopia residents.



An energetic Star Squad lit up the celebration in sparkling outfits, inviting guests to join the fun and create more magic together.

As night fell, the iconic nighttime spectacular *Illuminate! A Nighttime Celebration* lit up the Enchanted Storybook Castle with a new birthday-exclusive grand finale. Mickey Mouse, in his 10th Birthday magician ensemble, cast spells across the castle and Gardens of Imagination, with fountains, lasers and fireworks igniting the night sky. Before the finale, a brand-new segment inspired by Walt Disney Animation Studios' *Wish* added extra wonder to this milestone moment. As "This Wish" soared, Asha and Star gazed toward the night sky while Star's magic illuminated wishes from Elsa, Rapunzel and more Disney characters – each shimmering in a luminous orb across the castle.



New engaging experiences put guests at the center of the magic

As the magic reached every corner of the resort, more interactive experiences invited guests to step deeper into the celebration and create magic together.



The new Magic Squad sparked extra magical moments, engaging guests with fun dances, surprise interactions, and more.



The all-new 10th Birthday Celebration park tickets feature one of many beloved Disney characters and unique Shanghai Disneyland landmarks that can be pieced together to complete a collectible puzzle and used to capture fun creative shots at the park. More birthday magic can be unlocked beyond the resort with “My Magic Star”.



The magic shone even brighter nationwide, lighting up screens, skylines, and landmarks while inviting every heart and home to join this once-in-a-decade celebration.

Welcoming a year of “With You, It’s Magic+” with guests and fans

In celebration of the start of this magical year ahead, a special Magic+ Celebration was held at the Storyhouse Stage, where resort executives, cast member representatives, hundreds of invited Disney fans and distinguished guests came together to commemorate the milestone moment.



Andrew Bolstein, President and General Manager of Shanghai Disney Resort, introduced the exciting yearlong birthday celebration while looking forward to countless more moments to be created together with guests and fans.





Representatives from the resort's entertainment team offered a behind-the-scenes look at the creative journey with an immersive stage performance. Disney friends burst onstage in a surprise moment of pure enchantment.

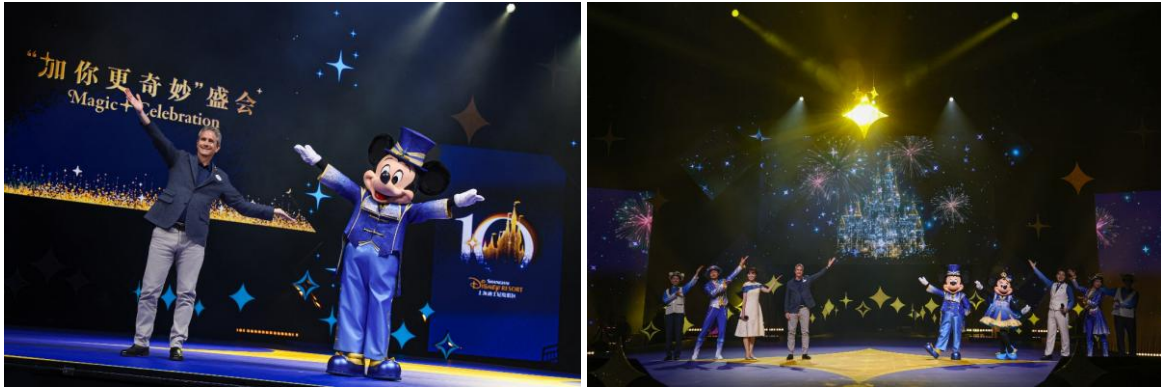


Disney chefs with decade-long excellence and from cities across the nation gathered to celebrate the diversity of the resort's culinary creativity before being joined onstage with a surprise appearance from Chef Donald.



Guests of all ages stepped into the spotlight with a lively runway show proudly showcasing beloved Shanghai Disney Resort merchandise items, followed by an exclusive creative sharing from the resort's merchandise team.

Bringing the celebrations at the Storyhouse Stage to a shimmering crescendo, the Magic Squad rallied the crowd through the fun 10th Birthday Celebration theme song dance. Injecting even more excitement into the event, a shining star ascended to illuminate the stage in dazzling glow.



Just when the magic felt unstoppable, singer and actor Liu Yuning took the stage for an energizing performance of the new 10th Birthday theme song, "Magic Together," sending the celebration soaring to its unforgettable finale. Earlier today, Liu Yuning also made a surprise appearance at the Main Entrance Portal, sharing in the celebratory moment.



Liu Yuning performed "Magic Together," joined by Mickey and Friends, Duffy and Friends, and the Star Squad for a magical finale.



Andrew Bolstein, President and General Manager of Shanghai Disney Resort, and Liu Yuning joined fans and guests for a group photo, capturing a memorable “With You, It’s Magic+” moment.



Singer and actor Liu Yuning appeared at the Main Entrance Portal, bringing guests a delightful surprise moment.

Since its Grand Opening on June 16, 2016, Shanghai Disney Resort has continued to push the boundaries of imagination, delivering enchanting experiences that bring Disney storytelling and creativity into every moment and spread the magic to guests of all ages worldwide. Over the coming year, the celebration will spark even more “With You, It’s Magic+” moments at every resort touchpoint, inviting all to share the wonder and shape this milestone together.

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