



FOR IMMEDIATE RELEASE

Shanghai Disney Resort Launches Special 10th Anniversary Community Giving Program

Resort to Donate 10,000 Park Tickets to Recognize Outstanding Community Volunteers

Shanghai, March 5, 2026 – In celebration of China Youth Volunteer Service Day, March 5, Shanghai Disney Resort announced the launch of “Give a Day, Get a Disney Day”, a special 10th anniversary community giving program. To celebrate and promote the spirit of volunteerism, the program will donate 10,000 Shanghai Disneyland park tickets to seven local non-profit organizations as an appreciation and recognition to community volunteers for their long-standing dedication to community service.





FOR IMMEDIATE RELEASE

In addition, as part of the special 10th anniversary community giving program, Shanghai Disney Resort will also support Shanghai Public Service Foundation for Volunteers to provide professional training for community volunteers. The training will cover skills and knowledge related to mobilizing volunteers, recruitment and organization of volunteer activities, as well as volunteer program management and innovation, further promoting volunteerism in the community.

“Shanghai Disney Resort’s commitment to supporting and engaging the community goes back to the very beginning of our story,” said Murray King, Vice President of Public Affairs and Communications at Shanghai Disney Resort. “As the resort begins its yearlong 10th anniversary celebration, we’re absolutely delighted to launch this special community giving program today to continue our longstanding tradition of giving back and further engage the local volunteer community. We hope that through inviting community volunteers to experience ‘With You, It’s Magic+’ first-hand, more individuals will be inspired and encouraged to embrace the spirit of volunteerism and bring care and love to our communities.”

This morning, the launch ceremony of “Give a Day, Get a Disney Day” brought together representatives from Shanghai Disney Resort, Shanghai Public Service Foundation for Volunteers, and seven non-profits that will receive ticket donations, including Shanghai Charity Foundation, Shanghai Soong Ching Ling Foundation, Shanghai Senior Citizens Foundation, Shanghai Children’s Foundation, Shanghai Disabled Person’s Welfare Foundation, Shanghai Science Education Development Foundation, and Shanghai Pudong New Area Education Development Foundation. The ceremony was also joined by around 500 volunteers from their corresponding non-profit organizations. Following the ceremony, volunteers participated in a full day of professional training and experience sharing, supported by the Shanghai Public Service Foundation for Volunteers.

As the program officially launches, the seven non-profit organizations receiving donations will conduct a comprehensive evaluation to determine the final selected volunteers. These seven



FOR IMMEDIATE RELEASE

organizations have long been dedicated to supporting children, youth, seniors, and persons with disabilities in the community who are in need of care and support, while continuously advancing initiatives in education, science popularization, health, culture, and humanitarian efforts. To qualify, recipient volunteers must devote at least 10 hours of service in accumulation within a certain period and apply through the non-profit organization where they volunteered. Full requirements and procedures are subject to the official information released by each organization. Volunteers selected through this evaluation will have the opportunity to visit Shanghai Disneyland during Shanghai Disney Resort's 10th Birthday Celebration. The resort also encourages everyone, including cast members, to join "Give a Day, Get a Disney Day," spreading care and joy to those in need within the community.

On June 16, 2026, Shanghai Disney Resort will celebrate the 10th anniversary of its grand opening. Beginning March 20, the resort will unveil new exclusive experiences and excitement, inviting guests, fans, communities, partners, cast members and everyone who has been part of the journey to participate, because "With You, It's Magic+". During the anniversary celebration, "Give a Day, Get a Disney Day" is the first special community giving program launched by the resort to celebrate with the local community. To promote the spirit of volunteerism and express appreciation to volunteers, the program aims to inspire and encourage greater participation in volunteering, thereby bringing more positive impact on the community.

Over the past ten years, Shanghai Disney Resort has introduced a wide range of programs and activities to give back to the community, from caring for children and families in need, raising awareness of environmental protection, to inspiring future generations, as well as welcoming and celebrating persons with disabilities. The resort has long encouraged cast members and Imagineers to contribute their time and skills by participating in various volunteer activities. Since its groundbreaking in 2011, Shanghai Disney Resort has contributed over 77,000 volunteer hours to the local community, positively impacting approximately 1.75 million people, bringing joy and inspiration to countless individuals.

###