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Hong Kong Disneyland Resort to launch its 15th anniversary celebration on November 21



Hong Kong, November 2, 2020 – Starting November 21, 2020, Hong Kong Disneyland Resort will enter a magical milestone, as it officially celebrates its 15th anniversary with the opening of the reimagined castle – the Castle of Magical Dreams. On the same day, the resort’s “A Disney Christmas” special event will kick-off to bring even more happiness to guests.

Welcome the Castle of Magical Dreams – filled with hopes and dreams from our cast and community

Inspired by 13 stories of beloved Disney Princesses and Queens, **the Castle of Magical Dreams** offers something special for every guest with its many towers and spires embracing iconic patterns, textures, colors and ornamentation unique to each story.



When the reimagined castle opens to the public – the first of its kind in Disney’s history - not only will it be a living centerpiece of Hong Kong Disneyland, but it will also act as a shining beacon of courage, hope and possibility to all guests. Guests will be able to admire these features both up-close and afar, against the idyllic backdrop of the lush landscape of the surrounding mountains.



As part of the castle’s magical transformation, the resort invited guests, cast members, community partners and Disney friends, including Mickey Mouse, to share their own dreams and wishes on “**magical dream cards**.” These cards were collected in a treasure chest and lifted to the top of the tallest tower in the castle. This act symbolizes the rebirth of the castle through the power of everyone’s aspirations, ensuring that the heart of the resort will always be filled with hopes and dreams.



Witness the castle's magical transformation



This is the first time in Disney history that an existing castle has undergone such a grand transformation. To mark the occasion, guests can visit the **“Building a Dream: The Magic Behind a Disney Castle”** exhibition, and embark on a visual journey that goes behind the magic, discovering the Walt Disney Imagineering process of reimagining the beloved castle, and gaining insights into the transformation from concept and design development, to the innovative building techniques, interpretation of the Disney

Princesses and Queens’ stories in partnership with Walt Disney Animation Studios and Pixar Animation Studios, and upcoming entertainment offerings.

Starting the same day, a special **“Glimpse into the Magic”** tour of the Castle of Magical Dreams will be available to guests. This tour allows guests to venture through the castle, whilst being guided by an audio narration from local celebrity and Disney fan, Karena Lam. “It’s a very immersive tour which allows guests to appreciate the architectural designs of the towers, turrets, domes, spires and finials, and see how their various colors, icons, patterns, and cultural features were inspired by the Princesses and Queens,” Lam shared after experiencing the tour.



Virtual countdown to the 15th anniversary launch

To celebrate this historic milestone, the resort is launching a 15-day countdown to the 15th anniversary celebration from November 6 on the Hong Kong Disneyland Resort official website. This virtual countdown to the launch will also be available on the resort’s Instagram account (@hkdisneyland), inviting guests from all around the world to join in the celebrations.



Special limited-time “Magic Access” Re-join Offer

From November 3 to 30, 2020, lapsed Magic Access members can enjoy a limited-time “Magic Access” **Re-join** Offer* which entitles eligible guests to a 15 percent discount on the membership price, with one complimentary food and beverage item and one complimentary merchandise item. For details, please visit the Hong Kong Disneyland Resort website.

15 Years of Magical Dreams

Since its grand opening, Hong Kong Disneyland has been a place where countless dreams have come true, and even more dreams will become a reality in the years to come. To celebrate the park's 15th birthday celebration, guests can gather even more joy and wonders at the entrance of the park with a limited edition 15th anniversary-themed button, which will be distributed to guests on November 21, while supplies last.



* This "Magic Access" Re-join offer is only applicable to Magic Access memberships which expired on or before October 3, 2020. This offer is not applicable to senior Magic Access Membership Card purchases, existing Magic Access members, Magic Access membership renewals, Magic Access certificates or ticket upgrades.

- End -

Hong Kong Disneyland asks for guests' understanding of and compliance with the following requirements when the park reopens. Guests must:

- 1) Purchase their tickets in advance and reserve a visit up to seven days in advance of their visit online via the Hong Kong Disneyland reservation website. Magic Access members must also make a reservation prior to visiting, but can enjoy the benefit of reserving eight days in advance.
- 2) Make a required health declaration as part of the Hong Kong Disneyland reservation process.
- 3) Undergo temperature screening procedures upon arrival. Guests with elevated temperatures cannot be admitted.
- 4) Wear a mask during their visit, except when enjoying food and beverage at catering premises

These measures will continue to be reviewed as the situation evolves and will be adjusted as necessary.

About Hong Kong Disneyland Resort

Hong Kong Disneyland Resort offers unforgettable, culturally distinctive Disney experiences for guests of all ages and nationalities. Filled with your favorite Disney stories and characters, Hong Kong Disneyland offers guests the opportunity to explore seven diverse lands that are home to award-winning, unique attractions and entertainment. Complete your adventure with stays at the resort's luxurious Disney hotels. The magic doesn't end at our doorstep; as a dedicated member of the local community that cares deeply about societal well-being, Hong Kong Disneyland Resort spreads its magic through community service programs that help families in need, boost creativity among children and families, encourage the protection of the environment and inspire healthier living.

Mobile app provides the latest updates

The Hong Kong Disneyland mobile app keeps guests informed of all the excitement at Hong Kong Disneyland Resort, from operating hours to entertainment schedules. Use the GPS-enabled map to find your way around the park or make reservations for park restaurants, and make every moment count with wait times for each attraction. Magic Access



members can also view block-out calendars and membership privileges, designed to make your visit even more magical.

Download the Hong Kong Disneyland mobile app for free:

iOS users: <https://itunes.apple.com/app/id1077550649>

Android users: <https://goo.gl/ZbHHbP>

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