

Please click https://bit.ly/3kkQDrH for high-resolution photos

* Photos are for promotion purpose only. All guests must wear face masks and maintain appropriate social distancing. Please visit official website for details.

Hong Kong Disneyland Resort commemorates the 15th anniversary milestone with the unveiling of Castle of Magical Dreams

Special gifts to the local community to celebrate 15 magical years

Hong Kong, November 20, 2020 – A historic new era for Hong Kong Disneyland Resort has begun with the celebration of the 15th anniversary launch of the **Castle of Magical Dreams** and "**A Disney Christmas.**" In honor of this special anniversary, Hong Kong Disneyland invites the local community to be part of the festivities through "Celebrate Your Magical Dreams" giveaways, a special "Double Celebration" offer and donations to three exceptional non-profit organizations (NGO).

Highly anticipated 15th Anniversary Celebration & Castle of Magical Dreams

When passing through the magical gates of Hong Kong Disneyland Resort, guests were immediately drawn to the beautiful 15th anniversary decoration and the melody of the official 15th anniversary song, "Love the Memory." The energetic beat filled the entire Castle Forecourt, which served as the stage for a special celebration moment hosted by **Stephanie Young, managing director of Hong Kong Disneyland Resort**, who announced the official launch of the 15th anniversary celebration, the unveiling of the **Castle of Magical Dreams** and uplifting news with the community.



"Looking at how beautiful this new castle is, there is no better way to celebrate this proud milestone. Over the past 15 years, we have helped create countless memories, granted numerous wishes and shared smiles together with our Guests and Cast Members," Young

said. "Today, we are celebrating 15 years of magical dreams with the Hong Kong community. In our ongoing commitment to our home city, The Walt Disney Company has made a total donation of HK\$ 1.5 million to Make-A-Wish Hong Kong, Children's Cancer Foundation and Little Life Warrior Society. These three long-term NGO partners, are rooted in Hong Kong and are dedicated to bringing comfort and inspiration to thousands of young patients and their families."

Celebrate with Hong Kong Residents

To express the resort's sincerest thanks for unwavering supports, Hong Kong residents are invited to take part in the "Celebrate Your Magical Dreams" giveaways. Taking place from November 21 to November 30, 2020, the giveaways will provide a total of 15,000 Hong Kong Disneyland Resort one-day standard park tickets, along with 150 stays at Disney Explorers Lodge. (Trade Promotion Competition Licence No.:053891)

Registration Period	From November 21 to November 30, 2020 (10 Days)
Registration Method	Complete the registration process by visiting the campaign site: https://www.hongkongdisneyland.com/campaigns/15th-giveaways/ Winners will receive a one-day complimentary admission e-ticket to the Park or a one-night's complimentary hotel room stay at a Standard Room in Disney Explorers Lodge.
Eligibility	 Hong Kong resident: a valid Hong Kong Identity Card; or for Participants under 11, a valid Hong Kong birth certificate and a recent school handbook issued by a school located in Hong Kong or other legal documents with photo identification.
Prizes Validity Period	From December 14, 2020 to March 14, 2021 (except for blockout of Hotel Room Prize on December 19 to 31, 2020, January 1 to 2, 2021, and February 12 to 16, 2021)
Result Announcement	Result announcement will be made on December 9, 2020 on campaign site

Additionally, from now until February 28, 2021, Hong Kong residents can purchase a "**Double Celebration**" **ticket** to visit the park twice for the unbeatable price of only HK\$688. Guests can fully immerse themselves in the magic and joy available during Hong Kong Disneyland's 15th anniversary and Christmas celebration.

A dream fulfilled with the Castle of Magic Dreams

Inspired by those that dare to dream and believe, the Castle of Magical Dreams, the reimagined centrepiece of Hong Kong Disneyland Resort, shines as a beacon of courage, hope and possibility. Taking inspiration from 13 stories of Disney princesses and queens, the architectural design embraces their unique characteristics through the interpretation of color, icons, symbols, patterns and cultural features.



Brand-new experiences await guests in the castle. From meeting their favorite princesses and queens at "The Royal Reception Hall," with its regally appointed interiors that feature intricately carved details,

tapestries, and small bronze statues depicting the beloved heroines who inspired the castle's design, to visiting "Enchanted Treasures," the first-ever Castle of Magical Dreams Chow Tai Fook Jewelry store where artisans from the popular



jeweler Chow Tai Fook have been appointed as Royal Jeweler for all of the kingdom's magnificent keepsakes and treasures.

Never in Disney history has an existing castle undergone a transformation as grand as this, and guests who have witnessed the change from a distance can now step into the iconic architecture and learn more about the magic behind-the-scenes.



Guests can explore the story behind this new castle by visiting the "Building a Dream: The Magic Behind a Disney Castle" exhibition. Featuring multimedia exhibits where guests can witness how the castle was transformed by Walt Disney Imagineering in partnership with Walt Disney Animation Studios, the remarkable exhibition includes an area dedicated to the castle's live entertainment, which will

give guests a glimpse of the brand-new daytime and night-time castle shows coming in the future.

Also available is the first-of-its-kind "Glimpse into the Magic" tour, which offers guests a new perspective of appreciating the shimmering castle. Guided by an audio narration from actress Karena Lam, guests will visit eight different checkpoints using their own mobile phones and earphones, where they will learn all about ins and outs of the castle's design, and how it has been infused with recognizable icons and symbols distinctly associated with



the princesses' and queens' stories, their personalities and the worlds from where they come.

Delightful "Magical 15th Party Beats!"



Mickey Mouse has gathered a group of his friends to present guests with a special gift – the "Mickey and Friends 15th

Anniversary Celebration!"Mickey and several of his friends in their colourful, new 15th anniversary outfits, along with the Disney Princesses, will

board the Main Street Express to welcome guests. The Disney



friends will appear around the park to provide selfie photo opportunities. To commemorate this special moment, guests visiting the park will receive a 15th anniversary themed ticket and a 15th anniversary themed button (while supplies last). They can also learn how to draw the Castle of Magical Dreams at the Animation Academy.

Enjoy more fun in the double celebration



Leading the festive line-up is the return of the ever-popular "Mickey and Friends Christmastime Ball," which for the first time ever will be presented in front of the Castle of Magical Dreams!

Fans of Duffy & Friends are excited to welcome the adorable 'Olu Mel who will

be at the park celebrating the Happy Season for all. The kind-hearted turtle, who Duffy first befriended while sailing through the Hawaiian Islands, will be strumming up his ukulele as he conjures up a series of happy tunes for the enjoyment of all. Duffy and Friends will make appearances dressed in their seasonal outfits.





In this season of giving, Santa Goofy and Santa Stitch are also eager to snap selfies with guests at Mickey's Philharmagic and at the Comet Cafe. Guests can purchase a set of two **Holiday Wishes Charity Postcards** before mailing them at the Holiday Wishes Mailbox at City Hall, with all proceeds benefiting Operation Santa Claus.

Take home with anniversary collectibles

The perfect gift is just around the corner as guests can bring home with them three special 15th anniversary collections made up of more than 200 items – Grand Celebrations, Crystal Dreams, and the Black & Gold Series. A number of co-branded exclusive merchandise items will also be available to celebrate this special occasion, including drinkware and tote bags by Starbucks, a silver and gold charm by Pandora, and a limited-edition watch by Citizen.



Your taste buds' wishes will come true!



Selected restaurants will feature themed dining experiences with special 15th anniversary offerings, themed décor and souvenirs. Highlights include 15th anniversary-themed Chip and Dale sip sip and Duffy and ShellieMay sip sip, a Mickey

and Minnie popcorn bucket and festive balloons, a Castle of Magical Dreams ice-cream bar, and Mickey bubble egg



puff. Guests can also enjoy a 15th anniversary seasonal flavour soft serve at Midtown Delights and 15th anniversary award-winning dishes at hotel dining venues.

Staycation with 15th Anniversary Celebration

To truly dive into the magical journey, guests are invited for a magical staycation at one of Hong Kong Disneyland Resort's hotels filled with 15th anniversary touches! Those who book to stay in the Deluxe Room type or above can look forward to



receiving limited-edition amenity boxes for the ultimate pampering experience. There will even be themed

giveaways that include magnet cards and post cards for Guests who join paid DIY classes of making leather card holders and eco-bags, along with daily 15th anniversary and Christmas-themed arts and crafts activities.

For 15 years, Hong Kong Disneyland has been a place where countless dreams have come true, and even more dreams will be fulfilled for many years to come. "Throughout our 15th anniversary celebration, there will be a number of offerings, magical surprises and unique additions across the resort. What's more, there are two new shows launching in the near future that will make the experience even more magical. Experience more magic, more joy and more wonders of every kind with us," added Young.

-END-

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

- 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 gives 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

For media inquiries, please contact:

Kiki Fung Sandra Gao GHC Asia GHC Asia

Tel: (852) 3163 0176 / 9872 4329 Tel: (852) 3163 0190 / 7072 2863 Email: kiki.fung@ghcasia.com Email: sandra.gao@ghcasia.com

Sidney Sin Gladys Kong

Hong Kong Disneyland Resort Hong Kong Disneyland Resort

Manager, Publicity Associate Manager, Publicity
Tel: (852) 3550 2336 Tel: (852) 3550 2373