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Hong Kong Disneyland Resort Prepares Over 18,000 Gifts for Children in Underserved Communities in Ultimate Christmas Toy Drive

Mickey Mouse and Disney VoluntEARS spread warmth and joy throughout the holiday season with donations and visits



HONG KONG, Dec 12, 2024 – Mickey Mouse joined Disney VoluntEARS from Hong Kong Disneyland Resort (HKDL) to prepare over 18,000 gifts for children in underserved communities, with a value of around HK\$4 million. As part of the global Disney Ultimate Toy Drive, Mickey Mouse is traveling around the world to deliver toys to children in need. Continuing its cherished holiday tradition, HKDL hosted the “Give A Toy, Share the Love” Christmas Gift-Giving as part of The Walt Disney Company’s worldwide campaign and joined hands with over 20 NGOs to bring happiness and holiday magic to children who need it most.

Michael Moriarty, managing director, HKDL, leadership team and passionate Disney VoluntEARS worked together, sorting through donations and meticulously packing gifts tailored to the children’s wish lists with Mickey cheering them on. The generous contributions were a collective effort from cast members throughout November, all in the spirit of making the holidays brighter for those who need it most.



"Disney VoluntEARS are like Santa Claus, hand-picking gifts tailored for each child to fulfill their wishes. It's incredibly meaningful," said Anita Lai, Vice President, Communications and Public Affairs, HKDL. "Giving is a part of who we are at Disney, and during the holiday season, we give even more. We believe that everything we do to make magic can make a difference."



Mickey also surprised school children with his presence in the event organized with The Salvation Army. A student from The Salvation Army Tin Ka Ping School, seven and a half years old Leung Tsz Ying, beamed with joy after receiving a Disney plush. "This is the present I dreamed of so much! Receiving a treasured gift and meeting Mickey is the best Christmas gift ever! I will definitely cherish the plush."



In addition to delivering the toys, Disney VoluntEARS added an extra sprinkle of magic by hosting a festive party for the children. Fun games and thrilling adventure stories filled the room with joy, laughter, and unforgettable moments.



Major Glenn Price, Secretary for Business Administration of The Salvation Army, shared, "This collaboration with Hong Kong Disneyland is truly meaningful. These toys are more than presents; they are symbols of hope, love and joy for families who may be facing difficult times. We are deeply thankful to HKDL and the Disney VoluntEARS for their unwavering commitment to spreading happiness during the holidays."

Continuing the spirit of giving

Through timeless stories, Disney creates a deep connection with people, bringing them joy, comfort, inspiration and the strength to face life's challenges. Earlier this year, Disney VoluntEARS brought magic and happiness to patients at the Hong Kong Children's Hospital. Next, they will sprinkle pixie dust at The Duchess of Kent Children's Hospital in Sandy Bay, with Mickey meeting hospitalized children.

This Christmas, the resort will also donate HK\$50 to Make-A-Wish Hong Kong for every bottle of "Frozen" mini figurine sold, with guests also receiving a complimentary special edition "Frozen"-themed mystery mini figurine. Additionally, for the sixth consecutive year, guests can continue the tradition of sending season's greetings to their loved ones and share joy with the community by purchasing newly designed Holiday Wishes Charity Postcards at Emporium, Marty's General



Store and shops at the resort hotels, with all proceeds going towards Operation Santa Claus, an annual charity campaign.

Year after year, HKDL demonstrates its dedication to enriching the lives of others through heartfelt and meaningful actions, extending the magic of Disney far beyond the park gates and into the hearts of those who need it most.

To follow along on Mickey's global giving journey, visit DisneyConnect.com/MickeyTracker/.

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About Hong Kong Disneyland Resort

Hong Kong Disneyland Resort offers unforgettable, culturally distinctive Disney experiences for guests of all ages and backgrounds. Filled with your favorite Disney stories and characters, Hong Kong Disneyland Resort offers guests the opportunity to explore eight diverse lands that are home to award-winning, one-of-a-kind 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 wellbeing, 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 & helps plan your visit



The Hong Kong Disneyland mobile app keeps guests informed of all the excitement at Hong Kong Disneyland Resort, from operating hours to entertainment schedules. Reserve your park visit and get Disney Standby Pass to meet Disney friends inside the park. Use the GPS-enabled map to find your way around the park or make reservations for park and hotel 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.

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