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Hong Kong Disneyland Resort Debuts “PlayWell with Disney” Hospital Initiative at The Largest Children’s Hospital in the Greater Bay Area
Sharing magic and bringing joy to more child patients across the region



HONG KONG AND SHENZHEN, May 29, 2026 – Hong Kong Disneyland Resort (HKDL) and The Walt Disney Company, with the support of China Soong Ching Ling Foundation and the Shenzhen Project Care Foundation, are bringing HKDL’s award-winning community initiative, “PlayWell with Disney”, to Shenzhen for the first time, expanding child-focused care across the Greater Bay Area.

The initiative aims to support young patients through storytelling, play, and interactive experiences that help ease their hospital journey.



Central to the program is a “Disney V-Care Space” at Shenzhen Children’s Hospital Longhua Campus, the newest and largest Class A tertiary children hospital in the Greater Bay Area. The space integrates Disney storytelling into the healthcare setting to create a more comforting environment for children.

Drawing on Disney China’s experience in supporting pediatric care across the Chinese Mainland, the collaboration enhances services at the Longhua campus. It also marks HKDL’s latest community initiative in the region as it celebrates its 20th anniversary and continues its HK\$2.5 million commitment to supporting children in need.

The New “Disney V-Care Space” Uplifts Child Patients’ Spirits in the Greater Bay Area

The V-Care Space initiative, led by Shenzhen Project Care and Shenzhen Children’s Hospital, focuses on creating a more supportive and child-centric healthcare experience through enhanced design, services, and compassionate care.

The initiative also aligns with the “Guidelines on Promoting the Development of Child-Friendly Hospitals” issued in 2025 by six national departments, including the National Health Commission.



Tim Sypko, Managing Director, Hong Kong Disneyland Resort, said HKDL is delighted to bring the “PlayWell with Disney” initiative to Shenzhen. “We believe in the positive power of storytelling and imagination to uplift and support children during their time in the hospital. We hope this care space brings moments of joy to young patients as well as warmth and support to their families.”

Spanning more than 1,000 sq. ft., the Pixar-themed “Disney V-Care Space” is designed in consultation with healthcare professionals, with special attention to accessibility, layout, and emotional comfort.

The space also serves as a flexible venue for activities such as birthday celebrations, arts and crafts, and seasonal programs. A dedicated on-site social worker will also provide ongoing care and support for children.



Today’s launch ceremony was attended by Luo Xinle, Party Committee Secretary of Shenzhen Children’s Hospital; Zhan Deming, Deputy Director of the China Soong Ching Ling Foundation; Hong Zhiming, Director of the Shenzhen Municipal Health Working Committee; Wang Jun, Deputy Director of Shenzhen Project Care, and Yvonne Pei, Senior Vice President of External Relations, The Walt Disney Company.

Wang Jun, Deputy Director of Shenzhen Project Care, welcomes the “PlayWell with Disney” hospital initiative to Shenzhen said: “The V-Cares Spaces in the hospital further strengthening our support for children and families. In April, the Shenzhen Municipal Health Commission also called on all public hospitals to adopt this model. With ongoing support from hospitals and the community, the V-Cares Space will continue to benefit more children and families.”

“The ‘Disney V-Care Space’ marks an important step in creating a more child-friendly hospital environment, strengthening collaboration between Hong Kong and Shenzhen to better support young patients.” Luo Xinle, Party Committee Secretary of Shenzhen Children’s Hospital, said. “Following the success of the Disney ‘Mobile Movie Theater’, this initiative introduces a new

approach to easing treatment stress. It reflects our shared commitment to a more child-friendly and compassionate care.”

Yvonne Pei, Senior Vice President of External Relations, The Walt Disney Company, shared, “We’re truly honored to celebrate the opening of the new ‘Disney V-Care Space’ together with Shenzhen Children’s Hospital. At Disney, we believe every child deserves a childhood filled with magic and joy. We look forward to bringing even more joy and courage to children during their hospital journeys.”



(from left) Tim Sypko, Managing Director, Hong Kong Disneyland Resort; Yue Yue and her parent; Luo Xinle, Party Committee Secretary of Shenzhen Children’s Hospital

A young patient Yue Yue and her parent shared their excitement after meeting Woody and Buzz Lightyear from Toy Story for the first time and exploring the newly transformed care space. “I really enjoy the activities here. It makes my time in the hospital more fun and the treatment less stressful. It also helps me feel more relaxed with my family.”

To celebrate the opening, performers from HKDL’s Entertainment team brought music and interactive performances to the children, while Disney VoluntEARS hosted games, drawing activities, and gift-giving, filling the space with joy and laughter. Mickey Mouse also made surprise visits to hospital wards, meeting children receiving treatment, creating heartwarming and memorable moments for patients and their families.

Sprinkling the Magic of Joy Across the Greater Bay Area

Rooted in Hong Kong and expanding across the Greater Bay Area, Hong Kong Disneyland Resort is building stronger ties with communities and organizations in the region. Through storytelling and creativity, it brings people together and creates meaningful connections. Guided by community needs, the resort will continue delivering joyful, uplifting experiences for children and families when they need them most.

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About The Walt Disney Company, China

The Walt Disney Company, together with its subsidiaries and affiliates, is a leading diversified international family entertainment and media enterprise that includes three core business segments: Disney Entertainment, ESPN, and Disney Experiences. In China, the Company is focused on creating high-quality entertainment experiences and effectively building Disney's franchises. In September 2005, Disney opened its first theme park in China - Hong Kong Disneyland, a joint venture with the Hong Kong SAR Government, and in 2016 opened Shanghai Disney Resort, a joint venture with Shanghai Shendi Group. Disney is a Dow 30 company and had annual revenues of \$94.4 billion in its Fiscal Year 2025.

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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