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Hong Kong Disneyland Resort Launches Its Largest Toy Donation Drive

Spreading festive cheer and hope with Christmas donations



HONG KONG, December 27, 2023 – Hong Kong Disneyland Resort (HKDL) launched its largest toy donation drive to date in keeping with tradition of supporting those in need through heartfelt donations and community outreach programs to various charitable organizations in Hong Kong.

With a strong belief in the power of play and its ability to inspire children’s creativity, the resort brought back the “Give a Toy, Share the Love” Christmas Toy Donation, as part of the Disney Ultimate Toy Drive program.

HKDL donated more than 60,000 toys with a value of nearly HK\$13 million to 25 non-profit organizations (NGOs). Beneficiaries include the Hong Kong Children's Hospital, The Boys' and Girls' Clubs Association of Hong Kong and Hong Kong Young Women's Christian Association.

"Christmas is more than just a celebration; it's a time for reflection and gratitude. At Hong Kong Disneyland Resort, we strive to bring happiness to everyone," said Michael Moriarty, Managing Director, HKDL.

"I'm immensely proud and humbled by our team's dedication to delivering hope and happiness to the community, especially during the festive season, making the world a better place with magic, laughter, and memories," he added.



Bringing Joy and Comfort to Child Patients

The resort's dedicated Disney VoluntEARS are also bringing Disney magic to life by hosting heartwarming Christmas parties at various non-profit organizations and schools. This includes a "Frozen" themed Christmas party for over 100 young patients at the Hong Kong Children's Hospital. The celebration features a lively dance performance with Santa Mickey, and mini game booths offering arts and crafts activities, among others, allowing young patients to take a break from their treatment routines and immerse themselves in a festive atmosphere.



To support the wellbeing of child patients, The Walt Disney Company donated HK\$500,000 to the Hong Kong Children's Hospital Charitable Foundation. The donation will be used to enhance the hospital's patient service and experience, which includes organizing music and art programs for patients and their families.



“Apart from providing quality healthcare for children with serious and complex conditions, the Hong Kong Children’s Hospital strives to create a children-centered and family-friendly environment,” said Lee Tsz Leung, Hospital Chief Executive of the Hong Kong Children’s Hospital. He expressed gratitude to HKDL for its support: “We have closely collaborated with HKDL to instill joy and warmth into child patients’ treatment journey, helping to reduce anxiety and uplift the healing experience.”

Coinciding with the opening of World of Frozen, the resort has pledged to donate HK\$10 to Make-A-Wish Hong Kong for every transaction made from December 15 to January 10 at Tick Tock Toys & Collectibles, the merchandise shop located in the kingdom of Arendelle.

It celebrates the organization’s 25th anniversary and the donation supports its development and services for children with critical illnesses. This initiative also lets guests take home their favorite “Frozen” merchandise while also supporting the community, blending their purchases with acts of charity.

Supporting Those in Need Through Operation Santa Claus

This year HKDL has expanded its support for Operation Santa Claus (OSC) during the holiday season. For the first time ever, HKDL donated six exclusive Duffy and LinaBell plushes to OSC. Dressed in festive Christmas outfits and meticulously handcrafted from the same fabric as their attire, each plush is presented in a special box with a certificate. These plushes are not only unique collector’s items but also symbols of hope and comfort, having raised over HK\$370,000 for OSC. Additionally,



HKDL will continue to donate all proceeds, without deducting any costs, from the sale of Holiday Wishes Charity Postcards to OSC, an initiative that started in 2019.

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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 nationalities. Filled with your favorite Disney stories and characters, Hong Kong Disneyland offers guests the opportunity to explore eight 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 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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