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Hong Kong Disneyland Resort Names 10th Disney Ambassadors

*Dreamers from Hong Kong and the Philippines join hands
to bring Disney magic to the community*



HONG KONG, September 29, 2023 – Hong Kong Disneyland Resort (HKDL) is proud to announce the appointment of Beyan Tse and Gisele Abejero as its new 2024-2025 Disney Ambassadors. As Disney celebrates 100 years, the duo – also HKDL’s 10th generation of Disney Ambassadors – join Disney’s long-cherished tradition among ambassadors of serving the community, demonstrating a keen appreciation for and embodying Walt Disney’s spirit of dreaming and storytelling. The pair will officially assume their roles on January 1, 2024, taking on the mantle of representing cast members, sharing Disney’s inspiring stories with guests, and supporting the resort’s community work as they embark on a unique journey that will culminate in HKDL’s 20th anniversary.

Michael Moriarty, managing director of Hong Kong Disneyland Resort, expressed his excitement over their appointments: “The Ambassador Program holds such a special place at Disney parks around the world. As we approach 100 years of Disney, it’s heartwarming to see this tradition continue to grow and evolve. Beyan and Gisele are a great representation of the diversity in cultures, languages, personalities and expertise among our cast member family. I am confident they will complement each other beautifully and inspire hope and possibility in our cast members, community and beyond.”



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Mickey Mouse and Minnie Mouse, along with Tse and Abejero's families and friends, joined the newly chosen Disney Ambassadors on stage at Disney's Storybook Theater to congratulate them on their remarkable achievement.

From Dreamers to Dream Makers

With this year marking 100 years of Disney and the 18th anniversary of HKDL, the Ambassador Program was themed "Discover the Dream Maker in You." For Tse, who has been a Disney fan since her very first visit to HKDL in 2005, her journey to becoming a Disney Ambassador has been nothing short of a dream come true. Inspired by Disney magic, she began her career at HKDL in 2019 in financial management, alliances and sourcing, and felt a strong sense of belonging within the team right away. But like Walt Disney, she showed a determination to explore new horizons and push her boundaries. Tse discovered the dream maker within her through her extensive work as an active member of Disney VoluntEARS and the Disney VoluntEARS Leadership Council, which sparked in her a newfound appreciation for serving the community.



Gisele (Left) Beyan (Right)

"Doing volunteer work not only brings happiness to the beneficiaries, but also to every Disney VoluntEAR," said Tse. "I still remember the smile of a sick child when she met Queen Elsa for the first time at HKDL. Seeing her happy face strengthened my devotion to caring for children and the elderly," she recalled fondly. As a Disney Ambassador, Tse hopes she can pass on her love for the resort – and all the love she has received in return – to the cast and community around her.

Where Tse found her love for service through personal growth, Abejero discovered her desire to give back through her children. Originally from the Philippines, Abejero's passion for performing came to life at HKDL more than 15 years ago. She has since worn many hats, participating in classic Hong Kong Disneyland musicals including "The Golden Mickeys" and "Mickey and the Wondrous Book," and has even been a dance captain for "Festival of the Lion King." But offstage, Abejero's most important role is being a mother, especially to her youngest daughter, who has autism. Her experience as a mother to a child with autism opened her heart, helping her see the world with more compassion, empathy and understanding. She applied to become a Disney Ambassador so she can bring a smile to people's faces.

"Children remind me to stay young at heart," she said. "I feel so excited to share stories with them along with my Disney family, bringing them hope and inspiration. My greatest wish is for all children to grow up in a magical place like Disney full of creativity and imagination," she



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added. Both Tse and Abejero's unique journeys showcase the transformative power of imagination, reflecting the essence of Walt Disney's vision.

Spreading Disney Magic

The Disney Ambassador Program dates back to 1965, when Walt Disney selected the very first Disney Ambassador for the 10th anniversary of Disneyland, starting a tradition that has grown over the years at parks and resorts all around the world. Every selection year since its opening, HKDL chooses its Disney Ambassador(s) from about 5,000 full-time cast members.

Acting as the representative of the resort and fellow cast members, the Disney Ambassadors participate in various community service activities, such as Disney VoluntEARS, to bring the unique magic of HKDL to communities in need and spread the positive energy of Disney. The Disney Ambassadors are also responsible for welcoming guests from across the globe, organizing and participating in various events and bringing cast members together with the shared purpose of capturing Disney magic in Hong Kong.

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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 seven diverse themed 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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