



FOR IMMEDIATE RELEASE

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Santa's Wonderland returns to Bass Pro Shops and Cabela's as the ultimate free family holiday experience

Free photos with Santa, crafts, games and activities all part of the popular family event starting November 16

SPRINGFIELD, Mo. – Santa's Wonderland – the ultimate free family Christmas event – is returning to Bass Pro Shops and Cabela's across North America this holiday season. More than one million kids and families are expected to take a photo with Santa and receive a free 4x6 studio-quality photo as part of the event.

The magic begins with Santa's arrival November 16 as Bass Pro Shops and Cabela's transforms its retail locations into festive Christmas villages. In addition to free photos with Santa, the event offers free family activities with crafts, games and holiday magic for the entire family through Christmas Eve. Set amongst rustic Christmas cabins, holiday characters and live elves, the Christmas village offers families various free crafts and activities such as a Lincoln Logs building area, laser and foam toy arcade, gaming station, remote control trucks and free crafts and wish list letter writing stations. Activities vary by location.

More than a decade of wonder

Bass Pro Shops first introduced Santa's Wonderland in 2008, welcoming kids and families inside its locations for an unprecedented, immersive holiday experience. Since its inception 11 years ago, Bass Pro Shops and Cabela's has delivered more than 1.1 million letters from Santa to children across the U.S. and Canada.

Schedule Santa time with a free Bass Pass

The highlight of Santa's Wonderland is the free 4x6 studio-quality photo and a visit with the big guy himself. Upon arriving at the store, guests can visit the Bass Pass Ticket Depot to secure a Bass Pass. Free Bass Pass reservations are available in-store on a first-come, first-served basis. This year, nearly half of the Bass Pro and Cabela's store locations offer a digital Bass Pass where guests can register online to see Santa and receive updates and reminders by text message (check local store for participation). The free Bass Pass is required and provides a time slot to see Santa, allowing customers to explore Santa's Wonderland or shop the store while waiting in a virtual line.

Weeknights offer the best times to see Santa and explore Santa's Wonderland, with free plush giveaways for the first 100 kids Monday through Thursday from 5-7 p.m. local time starting November 18. Free craft activities will be offered to customers each night during Santa's Wonderland.

Collecting toys for those in need

Bass Pro Shops and Cabela's locations are designated toy drop-off stations for children in need. All donated toys will be delivered to Toys for Tots in the U.S. and to local nonprofit organizations in Canada. Families that bring a new toy to donate Saturday, November 30 and Sunday, December 1 receive a free photo package valued at \$20.

Activities, games, crafts and displays vary by time and location. For a complete list of activities and times, visit basspro.com/santa or cabelas.com/santa and select a store location.

[VISUAL NOTE]: B-roll and photos of Santa's Wonderland available for use:

<https://spaces.hightail.com/space/yjNZh0lZgA>

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About Bass Pro Shops

[Bass Pro Shops](#) is North America's premier outdoor and conservation company. Founded in 1972 when avid young angler Johnny Morris began selling tackle out of his father's liquor store in Springfield, Missouri, today the company provides customers with unmatched offerings spanning premier destination retail, outdoor equipment manufacturing, world-class resort destinations and more. In 2017 Bass Pro Shops acquired [Cabela's](#) to create a "best-of-the-best" experience with superior products, dynamic locations and outstanding customer service. Bass Pro Shops also operates [White River Marine Group](#), offering an unsurpassed collection of industry-leading boat brands, and [Big Cedar Lodge](#), America's Premier Wilderness Resort. Under the visionary conservation leadership of Johnny Morris, Bass Pro Shops is a national leader in protecting habitat and introducing families to the outdoors and has been named by Forbes as "one of America's Best Employers."