



**FOR IMMEDIATE RELEASE**

November 5, 2021

## **The Magic of Santa's Wonderland returns to Bass Pro Shops and Cabela's with FREE photos with Santa**

*Contactless experience with Santa, giveaways, games and activities all part of the holiday tradition beginning Nov. 6 with Santa's arrival parade*



**SPRINGFIELD, Mo.** – Santa's Wonderland – the ultimate free family Christmas event – is returning to Bass Pro Shops and Cabela's stores across North America this holiday season. In addition to festive fun and games, more than two million kids and families are expected to take a photo with Santa and receive a free 4x6 studio-quality photo. Experiencing the magic of Christmas and scheduling a time to visit Santa is now more convenient than ever with FREE online reservations.

### **Timeless Holiday Memories**

The magic begins with Santa's arrival on November 6. Families are invited to a festive, FREE Christmas parade in the store's parking lot with fun giveaways, carols and magical fun building up to Santa's arrival from the North Pole.



Every holiday season, Bass Pro Shops and Cabela's transforms its stores into a festive Christmas Wonderland. Families who visit Santa receive a free 4x6 studio-quality photo, as well as a free customized digital video they can share on social media. Bring the whole family to create unforgettable memories

All stores are offering a **"Contactless Claus" experience** with a freestanding bench next to Santa so all family members can enjoy a magical visit and create unforgettable memories. In addition, boys and girls hoping to be on the Nice List can mail their letters to Santa, play with a variety of toys and games and bring home a festive Christmas giveaway while supplies last. Free photos are offered at every Bass Pro Shops and Cabela's retail store across North America, although Santa's elves have set up various games and activities for each location.

### **Free Online Reservations Required**

Advance reservations can be made beginning on November 1 and will be available to book up to seven days in advance. To learn more, and make a reservation, visit [www.basspro.com/santa](http://www.basspro.com/santa) or [www.cabelas.com/santa](http://www.cabelas.com/santa).

[Click here to download photos and broadcast-quality videos.](#)

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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."

**MEDIA CONTACT:**

Bass Pro Shops and Cabela's

417-873-4567

[press@basspro.com](mailto:press@basspro.com)