



**FOR IMMEDIATE RELEASE**

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## **Celebrate the Season: Santa's Wonderland returns to Bass Pro Shops and Cabela's with FREE photos with Santa**

*Experience with Santa, giveaways, games and activities all part of the holiday tradition beginning Nov. 5 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 2022, Bass Pro Shops celebrates 50 years of helping families make special memories that last a lifetime. This year, millions of kids and families will experience the magic of Christmas at the retailer and receive a FREE 4x6 studio-quality photo with Santa. 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 5. 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 wonderland with fun and games. 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.

### Free Online Reservations

Reservations are recommended and can be made 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."

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