



FOR IMMEDIATE RELEASE
November 3, 2023

Families invited to celebrate the magic of Christmas at Bass Pro Shops and Cabela's 15th annual Santa's Wonderland event

The beloved annual tradition includes free photos with Santa, holiday giveaways along with a full array of games and gifts to add to the Christmas wishlist



Santa Claus today announced his return to the destination retailer's magical Santa's Wonderland – a free family Christmas event that has become a cherished holiday tradition for families all across North America over the last 15 years. In 2023, Santa's Wonderland will create lifelong memories for families **starting Nov. 4 through Christmas Eve, Dec. 24**, at U.S. Bass Pro Shops and Cabela's stores.

COME SEE SANTA AND JOIN THE FUN

Making his grand entrance on Nov. 4, Santa will arrive with all the sleigh bells and whistles at Bass Pro Shops and Cabela's stores, where local communities are invited to join in the free fun of his arrival parade and enjoy free hot cocoa, treats and giveaways. Starting the following morning on Nov. 5, families can visit Santa's Wonderland in-store to receive a free 4x6 studio-quality photo with Santa, as well as a festive video featuring their photo with Santa.

Visitors also will enjoy a cascade of holiday giveaways, including candy canes for all and a rotating special gift (while supplies last), including:

- Nov. 5-15: Wood Ornaments with Markers
- Nov. 19-Dec. 2: Christmas Countdown Craft
- Dec. 3-24: Christmas Activity Book with Markers

The transformed Winter Wonderland area also will feature games, toy stations and crafts, creating the perfect holiday outing for the whole family. Youngsters are encouraged to drop off a letter for Santa in his mailbox. Those that include an email address in their letter will receive a note back from Santa.

ONLINE RESERVATIONS ELIMINATE HOLIDAY FRUSTRATIONS

With this much fun in store, reservations are recommended for a photo with Santa. They can be made up to seven days in advance by visiting basspro.com/santa, cabelas.com/santa or cabelas.ca/santa. However, if setting a date and time is hard for the little tykes, guests without reservations will also be accommodated on a first-come, first-served basis.

BASS PRO SHOPS 2023 OUTDOOR KIDS WISHBOOK: A WINTER WONDERLAND OF FUN TOYS AND ACTIVITIES

The outdoor retailer has often been heralded as a "big kid toy store," but outdoor fun and games are overflowing for kids of all ages! With the help of the elves at Bass Pro Shops and Cabela's, this year Santa is bringing toys that help kids enjoy the great outdoors: from remote control [fishing boats](#) and [monster trucks](#) to slack line [obstacle courses](#) and [swing sets](#) to [Ascend bicycles](#) and beyond! To help families build out their Christmas wish lists, [Bass Pro Shops is launching its first-ever "Bass Pro Shops 2023 Outdoor Kids Wishbook: A Winter Wonderland of Fun Toys and Activities."](#) The in-home and in-store catalog includes a toy list, festive activities, fun animal facts, and two ways to capture what kids want to find under their tree on Christmas morning: a festive letter to send to Santa AND a QR code to [create your gift registry online](#) and share with friends and family.

With all of these merry festivities in store, Bass Pro Shops and Cabela's stores continue to be the holiday destination for free family fun during the Christmas season.

[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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