



Santa's Wonderland returns to Bass Pro Shops with FREE photos and family events to celebrate the magic of Christmas



The celebrated annual tradition includes FREE photos with Santa, holiday giveaways and NEW events for the entire family

Santa Claus today announced his return to the magical Santa's Wonderland at Bass Pro Shops and Cabela's – **a free family Christmas event that has become a much-anticipated and cherished holiday tradition for families throughout North America.**

Starting this Saturday, Nov. 2, Santa will set up his workshop at Bass Pro Shops and Cabela's retail destinations across the U.S. to help create happy memories for families this holiday season. Santa will arrive at locations in Canada on Nov. 13.

CREATE HAPPY CHRISTMAS MEMORIES DURING SANTA'S ARRIVAL EVENT AT BASS PRO SHOPS

The magic will begin when Santa makes his grand arrival on Nov. 2, arriving with all the sleigh bells and whistles at U.S. Bass Pro Shops and Cabela's stores, where local communities are invited to join in the free fun of his arrival parade. Festive treats and beverages will be available for all, plus holiday giveaways for kids while supplies last!



Starting the following morning on Nov. 3, 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 the photo for all guests providing an email address.

Visitors will enjoy a variety of holiday giveaways during weekday visits, including candy canes and special gifts (while supplies last), including:

- Nov. 3 – Dec. 24: Free Photos and Activities
- Nov. 4-15: Tea Light Tree Craft
- Nov. 18-Dec. 6: Wood Ornament Craft
- Dec. 9-24: Bass Cookie Cutter

The magical Santa's Wonderland 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, and those who include an email address with their letter will receive a note back from Santa.



ENJOY A SEAMLESS EXPERIENCE WITH FREE ONLINE RESERVATIONS

With this much fun in store, reservations are recommended for a visit and photo with Santa. They can be made up to seven days in advance by visiting basspro.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.

NEW THIS YEAR: SPECIAL SANTA EXPERIENCES

Families will be able to get some special time with Santa with a pair of new free Santa Sightings for the 2024 Christmas season.

Christmas Tales: At 5 p.m. on Tuesdays from Nov. 5 to Dec. 17, Santa (or Mrs. Claus) will read Christmas stories to families. Santa will take a photo with all participating families following story time. Separate reservations are required.

Yuletide Breakfast: At 9 a.m. on Nov. 16, Nov. 23 and Dec. 7, gather for a festive breakfast with Santa and his helpers. Separate reservations are required, with a maximum of 6 individuals per family. Santa will take a photo with all participating families.



BASS PRO SHOPS 2024 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 providing the “Bass Pro Shops 2024 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.

NATIONALLY RECOGNIZED FOR EXCELLENCE

Bass Pro Shops consistently earns recognition from prestigious national media outlets. Recently, Newsweek named Bass Pro Shops one of “**America’s Most Admired Workplaces.**” Additionally, for the third consecutive year in 2024, Bass Pro Shops was **voted America’s Best Outdoor retailer** in a nationwide study conducted by Newsweek.

These accolades highlight Bass Pro Shops' unwavering commitment to providing exceptional experiences and services to its customers. As Santa returns to Santa’s Wonderland, Bass Pro Shops and Cabela’s stores continue to be the ultimate 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 united with 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 Newsweek as "America's Most Trusted Retailer for Outdoor Gear."

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