



Santa's Wonderland celebrates the magic of Christmas with FREE photos and family events at Bass Pro Shops and Cabela's



Cherished annual tradition offers activities for the entire family, including FREE photos with Santa, holiday giveaways and more!

SPRINGFIELD, Mo. (Oct. 30, 2025) – Santa Claus is making his festive return to Santa's Wonderland at Bass Pro Shops and Cabela's – a free Christmas event that has become a much-anticipated and cherished holiday tradition for families throughout North America.

Santa will make his grand arrival on Saturday, Nov. 1, at U.S. Bass Pro Shops and Cabela's retail locations, and on Saturday, Nov. 8, at Canadian stores, with families invited to join the festive celebration. Beginning the following day – Sunday, Nov. 2 in the U.S. and Sunday, Nov. 9 in Canada, and continuing through Christmas Eve – the free in-store event will feature free studio-quality photos with Santa, festive crafts and holiday giveaways.



Santa's Arrival Celebration Event

The magic begins with Santa's arrival on Saturday, Nov. 1 at 5 p.m. local time at U.S. Bass Pro Shops and Cabela's stores. Families are invited to experience this **FREE** Christmas event in the store's parking lot, complete with sleigh bells and whistles. Festive treats and beverages will be available for all, plus a Bass Christmas Plush giveaway for kids (while supplies last).

Fun for the Whole Family

Starting Sunday, Nov. 2, families can visit Santa's Wonderland in-store to **receive a FREE 4x6 studio-quality photo with Santa**, as well as a **FREE** shareable video. Additional photo packages are available for purchase, with CLUB Members receiving 20% off.

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

- **Wooden Ornament Crafts:** From Nov. 3 through Nov. 21 in the U.S. and Nov. 10 through Nov. 21 in Canada

- **Colorable Frames:** From Nov. 24 through Dec. 5 in the U.S. and Canada
- **Shrink Art:** From Dec. 8 through Dec. 24 in the U.S. and Canada

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.

Make a FREE Reservation Online

With this much fun in store, Reindeer Express 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.com/santa (basspro.ca/santas-wonderland in Canada). Visitors without reservations are welcome and will be accommodated on a first-come, first-served basis.



Special Santa Experiences

Families will be able to get some special time with Santa with a pair of Santa Sightings for the 2025 Christmas season.

Christmas Tales: At 5 p.m. on Tuesdays from Nov. 4 to Dec. 23 (Nov. 18 to Dec. 23 in Canada), 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. 22, gather for a festive breakfast with Santa and his helpers. Separate reservations are required, with a maximum

of 4 individuals per family. Santa will take a photo with all participating families.



A Beloved Tradition

Since its inception in 2008, Santa's Wonderland has become a beloved holiday tradition at Bass Pro Shops and Cabela's, providing millions of free holiday photos and creating countless happy memories for kids of all ages. Now entering its 17th season, Santa's Wonderland continues to be the ultimate destination for free holiday magic, joyful memories and family fun.

[Click here to download photos and b-roll.](#)

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About Bass Pro Shops

[Bass Pro Shops](#), North America's premier outdoor and conservation company, was founded in 1972 when avid young angler Johnny Morris started selling tackle out of his father's liquor store in Springfield, Missouri. That was the company's sole location for the first 13 years, and it has since grown to nearly 200 retail locations throughout North America. 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 Best Outdoor Retailer" for four consecutive years and "America's Most Trusted Retailer for Outdoor Gear."

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