



## FOR MORE INFORMATION

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## Wonderful Winter Adventures Await Families at Great Wolf Lodge's Annual *Snowland* Celebration

*The first magical snowfall starts at all U.S. resorts on Nov. 24*

**CHICAGO** - (Nov. 1, 2023) – The fireplace is crackling, lights are aglow in the lobby, and the smell of hot cocoa fills the air as [Great Wolf Lodge](https://www.greatwolf.com) gears up for its annual ***Snowland*** celebration! From Nov. 24 through Jan. 8, families will be immersed in a winter wonderland, with daily snow showers, visits from Santa, seasonally themed crafts, holiday stories and songs, and, new this year at select lodges, Snow Globes at *Snowland*!

Families visiting Great Wolf Lodge locations in Colorado Springs, Colo.; Pocono Mountains, Pa.; LaGrange, Ga., and Scottsdale, Ariz. can experience a one-of-a-kind holiday experience this year with the debut of Snow Globes at *Snowland*. These private holiday-themed globes immerse families in seasonal experience filled with festive décor, dancing lights, sweet treats and family fun. Inside the Snow Globes, families will have their very own hot cocoa bar with all of the fixings, a cookie decorating kit and a host of festive holiday games to enjoy. The highlight of the experience is a glittering 30-minute holiday light show that takes place inside of the Snow Globe – featuring hundreds of dancing lights choreographed to seasonal music.

While the entire *Snowland* experience kicks off beginning Nov. 24, guests visiting participating locations can get a jump start on the holiday festivities and begin enjoying the dazzling Snow Globes starting Nov. 17. Rates for the hour-long experience start at just \$99 and include a keepsake Great Wolf Lodge ornament to help families remember this special experience forever. The Snow Globes at *Snowland* experience is available to overnight guests of the resort, as well as local families looking for some festive fun. For more information and to book, visit the following landing pages for each participating location:

- CO Springs: <https://www.greatwolf.com/colorado-springs/waterpark-attractions/snowland>
- Pocono Mountains: <https://www.greatwolf.com/poconos/waterpark-attractions/snowland>
- Scottsdale: <https://www.greatwolf.com/arizona/waterpark-attractions/snowland>
- LaGrange: <https://www.greatwolf.com/georgia/waterpark-attractions/snowland>

Families looking to delight their holiday senses will find a flurry of other options throughout all U.S. lodges during *Snowland* as the resort is transformed into a magical wonderland with twinkling lights, ornaments, garland, shimmering holiday trees, and other cheerful decorations.

Much of the whimsical holiday décor is centered around the Grand Lobby, where snowflakes suspend from the ceiling and snow blankets cover the resort's famous fireplace. The lobby is also home to the nightly Snowfall Celebration, an interactive show that provides plenty of holiday joy as families gather to ring jingle bells, sing seasonal melodies, and participate in a festive dance party to conjure magical snow.

flurries. Guests can also capture their memories at *Snowland* Selfie Stations in the Grand Lobby with various props to help create a festive family photo.

There will be a number of other fun activities included as part of an overnight stay, those include:

- “Twas the Night Before *Snowland*” Yoga Tails – Start your day with a flex and stretch in our fun-filled yoga class that celebrates the holiday season.
- Seasonal Games – Make merry with a round of Bingo, learn the reasons for the season with our holiday Trivia, or see if you can create the ultimate wonderland experience by completing the Great Wolf Lodge *Snowland* Scavenger Hunt.
- Visits with Santa – Don’t forget to bring your list! On select days between November 24 and December 23, there will be surprise visits from Santa himself.
- Seasonal Crafts – Grab your family and prepare to get your creative juices flowing with a DIY jingle bell craft kit, color your own picture frame and make your own one-of-a-kind snowflake.
- Frosty Fest Family Dance Party – Shake the snow off your shoes and have a holly jolly time boogying down at our joyous holiday dance party.

Everywhere guests turn there is the merriest of fun to be had at the lodge, including Great Wolf Lodge’s food & beverage outlets where adult guests can find two new seasonal drinks– the Spiked Sleigh Ride Sipper and Coconut Rum Ball Punch. And for the kids, a non-alcoholic Jingle Juice.

Great Wolf Lodge can also arrange a *Snowland*-inspired experience for groups looking for a unique venue to host a corporate or family holiday gathering. For more information, please visit [greatwolfgroups.com](http://greatwolfgroups.com).

For more information about Great Wolf Lodge or the upcoming *Snowland* celebration, guests are encouraged to visit [www.greatwolf.com](http://www.greatwolf.com).

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#### **About Great Wolf Resorts, Inc.**

Great Wolf Resorts, Inc. owns and operates North America’s largest family of indoor water park resorts. Great Wolf Lodge offers a fully integrated resort experience designed specifically for families, with an expansive indoor water park, family-friendly attractions, fun-filled entertainment, delectable eateries and more, all under one roof. The company has locations in: Wisconsin Dells, Wis.; Sandusky, Ohio; Traverse City, Mich.; Kansas City, Kan.; Williamsburg, Va.; Pocono Mountains, Pa.; Niagara Falls, Ontario, Canada; Mason, Ohio; Grapevine, Texas; Grand Mound, Wash., Fitchburg, Mass., Charlotte, N.C.; Garden Grove, Calif., Colorado Springs, Colo., Bloomington, Minn., LaGrange, Ga., Gurnee, Ill.; Scottsdale, Ariz.; Manteca, Calif. and Perryville, Md. Additional resorts are under construction in Mashantucket, Conn. Webster, Texas and Naples, Fla.