

October 22, 2020



# Macy's Santaland Comes Home for the Holidays

***Macy's Santaland at Home brings the joy of meeting the one-and-only Santa to everyone through an all-new digital-only experience at [macys.com/Santaland](https://macys.com/Santaland)***

New York, NY – October 26, 2020 – Since 1861, generations of children have enjoyed the magic of a visit with the one-and-only Santa Claus at Macy's. That cherished holiday tradition will continue this year in a new way through *Macy's Santaland® at Home*. Beginning Friday, November 27 through Thursday, December 24, for the first time ever, the magic of Macy's Santaland will be transformed into an interactive, virtual experience. To safely bring the wonder of this cherished holiday tradition to families nationwide, Macy's Santaland's in-store experience will be available through an immersive and whimsical digital-only engagement available at [macys.com/Santaland](https://macys.com/Santaland).

"At Macy's, the safety of our customers and colleagues is paramount," said Susan Tercero, Macy's vice president of branded entertainment. "To replicate the magical experience of visiting Macy's Santaland for children and their families, we will shift to a virtual engagement this year. For many, visiting Santa at Macy's has become a long-standing highlight of the holiday season. Macy's is delighted to have found a way to ensure even more families can enjoy this treasured experience safely during this festive time of the year."

Available at [macys.com/Santaland](https://macys.com/Santaland), before the digital journey begins an adult must provide the appropriate permissions to activate the program including approving access to the hardware for the interactive elements and selecting the preferred diversity experience. Up to three children can take part in the customized experience at one time. A special greeting from Santaland elves at the North Pole-bound train station kicks off the interaction. From there, the Elves will lead the way through Santa's Village and Workshop, stopping to see the sights and play interactive games. At the finale of the journey, kids will meet Santa through a whimsical interactive video where they will be able to share their holiday wish list followed by snapping a selfie with Santa. Families will be able to download their Santa selfie immediately following the picture opportunity. The magic of *Macy's Santaland at Home* will safely bring the joy of the season to visitors nationwide from the comfort of home.

In addition to *Macy's Santaland at Home*, two additional beloved holiday experiences will be made available to the public for the first time virtually. The Macy's Santaland website will also highlight interpretations of familiar holiday favorites from Macy's Center City in Philadelphia including Dickens' Village and the Christmas Light Show. Dickens' Village will take guests through select animated displays telling the story of the Charles Dickens' classic *A Christmas Carol*. A special version of the spectacular Macy's Christmas Light Show will also shine bright online as it takes viewers on a light filled festive journey through popular Christmas stories including *The Nutcracker* and *Frosty the Snowman*. The annual light display will feature the sounds of the world-famous Wanamaker Organ.

Throughout the month of December, Santa will also drop by @macys handles on a number of social media platforms including Facebook, Instagram and Twitter to engage with fans in his uniquely whimsical way. From live story time to a host of new iconic gifs of Santa's favorite reactions, kids of all ages will be able to enjoy and share the magic of St. Nick this holiday season. For a listing of Santa's social engagements visit his online calendar at [macys.com/Santaland](http://macys.com/Santaland).

*Macy's Santaland at Home* virtual experience will be available free to all beginning Friday, Nov. 27 through Thursday, Dec. 24, 2020. For more information please visit [macys.com/Santaland](http://macys.com/Santaland) and use #MacysSanta to follow the social conversation.

Macy's Holiday Happiness is brought to fans in part by Balsam Hill™, Elf on the Shelf®, Entenmann's®, Hallmark Channel and Kinder®.

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### **About Macy's**

Macy's is America's Department Store. For more than 160 years, Macy's has served generations at every stage of their lives. Macy's customers come to us for fashion, value and high-quality products. We are proud of our heritage and the unique role we play in American culture and tradition. We celebrate occasions big and small, and have created decades of memorable experiences through Macy's 4th of July Fireworks® and Macy's Thanksgiving Day Parade®, as well as spectacular fashion shows, culinary events, flower shows, and celebrity appearances. With the collective support of our customers and colleagues, Macy's helps make a difference in every market we serve, supporting local and national charities through funding and volunteer service. With fashion, value and celebration as our guide, Macy's makes life shine brighter for our customers, colleagues, and communities.

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