

October 18, 2021



It's Time to Be Merry at Macy's This Holiday Season

Santa Claus returns for in-person visits at Macy's Santaland® in Chicago, New York, and San Francisco by reservation, while an all-new digital experience launches to allow kids of all ages to experience the magic from home via [macys.com/Santaland](https://www.macys.com/Santaland)

Select cities nationwide will also host special holiday traditions including Animated Holiday Windows, Macy's Great Tree Displays, Christmas Light Show and Dickens Village

NEW YORK--(BUSINESS WIRE)-- Santa Claus returns to delight children of all ages at Macy's (NYSE: M) this holiday season. 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 return in-person this year to Macy's Santaland® at select stores by advance reservation. To bring the wonder of the season closer to children everywhere, Macy's Santaland® at Home, a digital experience will also be available this year with an all-new virtual adventure via [macys.com/Santaland](https://www.macys.com/Santaland).

This press release features multimedia. View the full release here:

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"Macy's is the destination for holiday magic. For more than 160 years, Macy's has enthralled generations with celebrations welcoming the holiday season. From a visit with the one-and-only Santa Claus to Macy's Great Tree, animated windows and more, we are thrilled to bring the spirit of the season back to communities nationwide," said Will Coss, Macy's vice president of Branded Entertainment. "We are particularly overjoyed for the return of in-person visits with Santa Claus at Macy's Santaland in Chicago, New York and San Francisco. With the health and safety of our staff and guests as our top priority, a team of dedicated elves have taken several steps to produce an experience that is fun, whimsical and one that will create cherished memories long past the season."

Macy's Santaland – Chicago, New York, and San Francisco

An enchanted world showcasing Santa's Village and Worskshop, Macy's Santaland, will open for in-store visits at Macy's on State Street in Chicago on Saturday, November 6, and at Macy's Herald Square in New York and Union Square in San Francisco on Friday, November 26. To provide all guests with a safe and enjoyable environment, visits to the winter wonderland will be conducted by advance reservation only. To reserve a special visit with Santa Claus, guests should visit [macys.com/Santaland](https://www.macys.com/Santaland). Reservations will open five days in advance of the desired visit date to allow for the most access possible to guests wishing to attend in-person. Each day reservations will open at 5:30 a.m. local time and will showcase the open reservation slots for five days later (for example, reservations for December 16 will open on December 11 at 5:30 a.m. local time).

Safeguarding the health of guests, Santa and his elves

is Macy's top priority and as such visits will be contactless and be conducted from a socially distanced experience as kids share their Christmas wish lists with the jolly man in red. In addition, Macy's Santaland will follow all city and state health and safety guidelines in place at each location for indoor masking and social distancing. Macy's Santaland will close on Friday, December 24.

Virtual Cheer! Macy's Santaland at Home

An all-new immersive digital experience awaits kids everywhere when they virtually visit Santa's Workshop via Macy's Santaland at Home. Available at macys.com/Santaland, an interactive digital journey awaits as Santaland's elves lead the way through Santa's Village and Workshop, stopping to see the sights and to play interactive games. At the finale of the experience, kids will meet Santa through an interactive video where they will be able to share their holiday wish list followed by the creation of a special

Santa selfie. At the conclusion of the experience, families will be able to download their commemorative photo. Free to all, Macy's Santaland at Home will be available from Friday, November 26 through Friday, December 24. To access the site, a supervising adult must create an account, provide the appropriate permissions to activate the program including approving access to the hardware for the interactive elements and selecting their preferred Santa experience.

Macy's Holiday Windows

As the first department store to feature Christmas window displays, the iconic Macy's Holiday Windows will once again enthrall and entertain. Since 1874, Macy's has created a destination in its windows, bringing the spirit of the season to life in animated fashion. This November, at select stores nationwide, Macy's will feature a journey of discovery and triumph as a very special reindeer takes to the sky to help Santa Claus bring joy to millions of children, all made possible when she finally believed.

Macy's Great Tree, Christmas Light Show and Dickens Village

The holidays would not be complete without the enchanting Macy's Great Tree. These incredible trees will delight spectators with a dazzling showcase of light and Christmas cheer. Displayed in a variety of ways the Great Trees can be enjoyed at Macy's on State Street in Chicago (inside the world-famous Walnut Room), Macy's Lenox Square in Atlanta, Macy's Downtown Boston, and Macy's Union Square in San Francisco.

At Macy's Center City in Philadelphia the iconic Dickens Village and Christmas Light Show returns. Macy's Dickens Village will take guests through select animated displays telling the story of the Charles Dickens classic *A Christmas Carol*. Starting Monday, November 22, guests must reserve their spots in advance by visiting [macys.com/Santaland](https://www.macys.com/Santaland). Macy's Dickens Village will run from Friday, November 26 through Friday, December 31. Guests wishing to see the spectacular Macy's Christmas Light Show can enjoy the light filled festive journey through popular Christmas stories including *The Nutcracker* and *Frosty the Snowman* backed by the sounds of the world-famous Wanamaker Organ, beginning Wednesday, December 1 once daily in the Grand Court or enjoy it on demand online at [macys.com/Santaland](https://www.macys.com/Santaland).

Santa's Social Calendar

Throughout the month of December, kids can engage with Santa live on social media. His online social calendar on [macys.com/Santaland](https://www.macys.com/Santaland) will detail when his "Cookies & Milk with Santa" live events will take place.

Macy's Holiday Happiness is brought to fans in part by Balsam Hill®, Entenmann's®, Hallmark Channel and Heinz. All entries to Macy's holiday experiences are free. For more information, and to make reservations, please visit [macys.com/Santaland](https://www.macys.com/Santaland) or [macys.com/events](https://www.macys.com/events) (as of 11/1).

About Macy's

For more than 160 years, Macy's, the largest retail brand of Macy's, Inc., has served generations at every stage of their lives. Through a digitally led shopping experience powered by [macys.com](https://www.macys.com), our award-winning mobile app and a nationwide portfolio of stores, 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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