

## FOR IMMEDIATE RELEASE

### Enchanting Holiday Magic Awaits: The animated Santa's Workshop Display Featuring the Shillito's Elves

[Mariemont, Ohio, 10/20/2023] — The spirit of the holiday season comes alive like never before with the unveiling of an enchanting Christmas display that takes visitors on a captivating journey into the heart of Santa's Workshop. This immersive experience, proudly presented by the Mariemont Inn, brings together the beloved historic Shillito's Elves and the magic of Christmas to create a world of wonder and joy.

#### About the Display:

Visitors to this magical display will be transported into a realm of holiday enchantment, where they can witness the animated scenes of Santa's Workshop, including the historic Shillito's Elves busily crafting toys for children around the world. This unique holiday experience is very similar to the original walk-through SantaLand and blends newer technology with the timeless charm of Christmas traditions. This display is wheelchair accessible.

#### What to Expect:

- **Interactive Displays:** Step into a world of whimsy with 14 largely original animated scenes of Santa's Workshop, where nearly 60 of the nostalgic Shillito's Elves are hard at work, crafting toys with precision and care. The story begins with elves sorting out this season's letters to Santa in the mailroom and ends where Santa's sleigh is loaded with toys to deliver on Christmas Eve. A few new scene updates are planned for this season.
- **Relive your Childhood:** Native Cincinnatians may recognize the display from years ago, and for good reason. Its origin dates to the Shillito's Department Store display from 1979 and years following. At that time more than 130 animated figures were created from scratch by local talent to fill 10 interior scenes, 7 storefront windows, and more than 20 other merchandising windows throughout the store.
- **Photo Opportunities:** Capture unforgettable moments at specially designed photo spots throughout the display. Share your cherished memories with family and friends.
- **Express Mailbox to the North Pole:** Bring your letter to Santa and mail it in the elves' oversized mailbox. With special holiday magic, this enchanting mailbox can whisk all of its letters directly to Santa's mailroom where elves busily sort bags and bags of letters.
- **"Get Involved" Activities:** Start a scavenger hunt after visiting the elves by visiting other participating Mariemont businesses and redeem your completed card for a free gift as well as to be entered into a raffle at the end of the season. Or become an Elf Ambassador this season by bringing all of your family and friends. Visit our website for more information.

#### Quotes:

Bill Spinnenweber, owner, expressed his excitement, stating, "This holiday display is a labor of love that combines the magic of Christmas with the technology of animation. We're delighted to bring the historic Shillito's Elves back into the spotlight, ensuring the spirit of the season shines brightly for all to enjoy."

## Event Details:

- **Location:** 6940 Madisonville Road, Mariemont, Ohio, 45227 (Across from the Mariemont Inn)
- **Date:** Open November 24<sup>th</sup> through December 30<sup>th</sup>. Closed on Christmas Day. Extended days the week leading up to Christmas.
- **Time:** Thursdays and Fridays from 2pm to 7:30pm. Saturday and Sundays from 10am to 7:30pm. Christmas Eve from 10am to 4:30pm.
- **Ticket Information:** Tickets can be purchased at the door for \$5.

Visit our website or social media regularly for the latest news, events and possible weather-related closures:

[www.thesantaworkshop.com](http://www.thesantaworkshop.com) | Facebook @ thesantaworkshop | Instagram @ shillitoselves

## About the Santa's Workshop:

Santa's Workshop is committed to preserving history while creating unforgettable and immersive experiences that bring joy and wonder to people's lives. With a rich history dating back to this display's creation in 1979, the Shillito's elves have become a cherished Cincinnati tradition. Each year, families from near and far gather to relive the magic of Christmas, making it a part of their own holiday traditions. The display's legacy as a longstanding part of Cincinnati's holiday culture reflects its enduring commitment to spreading the warmth and enchantment of the season. This season, as we open this historic and beloved display, we invite all to join us in celebrating the nostalgia, the innovation, and the timeless magic of Christmas.

## Contact:

For media inquiries, interviews, or more information about the animated Santa's Workshop display, please contact:

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**Let the magic of the season come alive in an enchanting animated display that celebrates the timeless wonder of Christmas and the beloved Shillito's Elves. Don't miss this opportunity to experience the joy and enchantment of the holidays with family and friends while being a part of a cherished Cincinnati tradition that has delighted generations since 1979.**

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