



#### FOR MORE INFORMATION

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## Great Wolf Lodge Decks the Halls for Annual Snowland Holiday Celebration

*Festive winter celebration set to take place November 25 – January 1*

**CHICAGO** - (November 13, 2017) – [Great Wolf Lodge](#) celebrates the most festive time of year with its annual **Snowland** celebration taking place November 25, 2017 to January 1, 2018. From daily snow showers in the Grand Lobby and visits from Santa to a life-sized Gingerbread House and more, families will soak up the holiday spirit, splash in the 84-degree indoor water park – and enjoy the most magical gift of all - time together.

Adults and children alike will delight when they arrive at Great Wolf Lodge as the Grand Lobby transforms into a winter wonderland complete with hundreds of twinkling lights, Christmas trees, daily snow showers, and other cheerful decorations. The centerpiece of the decorations is the life-sized **Gingerbread House** constructed from more than 600 pounds of gingerbread dough, 1,300 pounds of sugar and hundreds of candies. For a truly delectable experience, guests can also dine in the life-sized gingerbread house with a small donation to the Ronald McDonald House. For reservations, visit [GreatWolf.com/Snowland](#).

This year, Snowland is spreading extra cheer with debut of new complimentary activities including **Cookies with Mrs. Claus**, where children have the opportunity to decorate cookies in the Gingerbread House with Santa's leading lady. Families can also enjoy an afternoon cup of **Hot Cocoa with a Great Wolf Kid**. Guests can customize their cocoa by adding fun toppings, or a favorite adult libation for the parents. Next, prance and dance the evening away with neon glow sticks under falling snowflakes at the **Snow 'n' Glow Dance Party**. Wind the night down by cozying up with the family and watch a holiday movie in the Grand Lobby during **Festive Family Flicks**.

Snowland favorites continue this year including daily snow showers in the lobby; visits from Santa Claus; **North Pole University**, where kids complete fun, holiday-themed assignments around the resort for the chance to earn a Snowploma; the **Polar Wolf Walk**, where a tour of a lobby teaches lessons about polar bears and penguins, and more. During the winter howliday, children's activities including Story Time, Yoga Tails, Interaction Reaction, and Paws on Projects will also get a jolly twist.

In addition to two days of play in the water park for each night stayed at Great Wolf Lodge, all of the Snowland activities are included complimentary as part of an overnight stay. Activities vary daily and based on location. A complete listing of daily activities and times can be found in the Lodge Life event schedule provided to guests upon check-in, or verified in advance by calling the location directly.

For more information on Great Wolf Resorts and its brands of indoor water park resorts, visit [greatwolf.com](#).

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**About Great Wolf Resorts, Inc.**

Great Wolf Resorts, Inc. is North America's largest family of indoor waterpark resorts, and through its subsidiaries and affiliates, owns and operates family resorts under the Great Wolf Lodge brand. Great Wolf Resorts is a fully integrated resort company with Great Wolf Lodge 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. and Colorado Springs, Colo. Additional resorts planned include Bloomington, Minn. (December 2017), LaGrange, Ga. (spring 2018) and Gurnee, Ill. (summer 2018).

Additional information may be found on the company's [online media center](#).