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**FOR IMMEDIATE RELEASE**

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**Holiday Magic Returns to the Washington State Fair Events Center**

Puyallup, WA–Nov. 15, 2024–We’re just three weeks away from Holiday Magic (presented by Daiwa Massage Chairs), the festive holiday experience at the Washington State Fair Events Center! This 13-day event has quickly become a favorite holiday tradition. Holiday Magic allows guests to immerse themselves in the true magic of the season. There are thousands of lights, free carnival rides and even a live-animal manger. Guests can ice skate on the glistening Glice rink, pose for the perfect holiday photo at multiple selfie stations, cross everyone off their shopping lists and sip and savor delicious festive holiday treats along the way.

**When:** Dec. 6-8, 12-15, & 18-23, 4:30 – 9:30 p.m. (last entry at 8:30 pm)

**What:** Your gate admission includes so much, including rides! Check out the new delights and returning favorites!

**NEW THIS YEAR!**

- **Enchanted Castle (free carnival ride)** - Step into the Enchanted Castle, where winter whimsy awaits at every turn! This magical funhouse invites you to explore a world of frosty surprises, winding passages, and playful enchantment. From twinkling lights to mystical mirrors, the Enchanted Castle is filled with delightful wonders for visitors of all ages. Get ready for a journey through a castle where Holiday Magic and winter dreams come to life
- **Face Painting (free)** - Transform your look and embrace the festive spirit as our skilled artists weave magic onto your canvas – your face! Our face-painting experience is a festive journey for all ages, adding a splash of color and joy to your holiday celebrations
- **Military Magic** - Share the warmth this season, as Holiday Magic honors military families with exclusive discounts throughout the event, along with a cozy item

drive to benefit families at JBLM. Come experience the magic of the season and help spread joy to those who serve, presented by Global Credit Union, in partnership with JBLM and Santa's Castle

- **Winter Fun (free)** - Step into Winter Fun, where festive vibes and whimsy collide! Dance the night away on a vibrant dance floor, with the atmosphere brimming with jolly energy as our Holiday DJ spins epic mash-ups. Warm up at the s'mores bar (additional fee), toast your marshmallows to perfection and let the magic of the season melt into every bite
- **VIP Lounge (only in experience packages)** - Access to the cozy Electrolux Lounge featuring a complimentary cocoa bar, games and more. Save more on your Holiday Magic experience with our Experience Packages, designed to make your visit truly magical whether it's a family outing, a romantic date, or a fun gathering with friends
- **Light Up Store (available for purchase)** – Stop by our enchanting light up shop and grab the perfect accessory to brighten your Holiday Magic experience – whether it's a sparkling wand, glowing necklace or other twinkling treasures, there's something for everyone to shine a little brighter as you explore the magic

### **RETURNING FAVORITES!**

- **Opening Day Tree Lighting (free)** – Kick off the season with a magical evening at our Tree Lighting spectacular! Watch as the night comes alive with dazzling lights, heartwarming music and visits from Santa and friends. Meet holiday characters, and a countdown to light up the tree in all its sparkling glory. This is the perfect way to start your holiday season
- **Additional Carnival Rides (free)** - Hop on Santa's Express Train (sponsored by Brown & Haley) the Sugar Plum Merry-Go-Round (sponsored by Pape Machinery and the Wonder Wheel (sponsored by Savage Wholesale)
- **Ice Skating (additional cost)** – Take a spin around the Glice® Rink and listen to your favorite holiday tunes! Available as an admission add-on and includes skate rentals. Presented by Swire Coca-Cola
- **The Manger (free)** – Come behold a cast of cuddly critters in this live-animal nativity under the stars. Sponsored by Walrath Landscape Supply
- **Yeti Bar & Fire Pit** - Experience our all-weather mountain lodge escape, and you may just spot a legendary Yeti! Indulge in festive drinks that will warm your heart and ignite your holiday spirit, while warming up at one of the fire pits. Plus, you'll be able to watch the ice skaters in The Rink, while rocking out to holiday tunes! (Yeti Bar sponsored by Casamigos and Coors Light)

- **Holiday Market** – Check off your holiday shopping list. Shop a collection of vendors and artisans with a variety of treasures. Find a unique gift for that someone special that you won't find in stores
- **Santa's Village (free)** - Ever wonder how the big guy lives? Here's your chance to wander and experience the many delights of Santa's Village. Plus, kids get a free mini stocking to fill with surprises along the way
- **Santa's Clubhouse (free)** - Create unforgettable memories at a meet-and-greet with Santa and his cheerful friends, enjoy a cup of holiday cheer at our custom cocoa bar, witness the mesmerizing 30-foot dazzling Christmas tree, and more
- **Let It Snow! (free)** - As you enter, you'll be greeted by a snowfall sensation, creating a truly magical atmosphere
- **Holiday Selfie Studio (free)** - Strike a pose and check out our Holiday Selfie Studio – a free, enchanting experience bursting with nearly 20 holiday selfie opportunities
- **Gingerbread Lane (free)** - Stroll through this magical confectionery pathway where you'll wander through a forest of gumdrops, candy canes and frosted gingerbread houses
- **Gnome Scavenger Hunt (free)** - Embark on a whimsical adventure at Holiday Magic with our Gnome Scavenger Hunt! Put on your thinking cap and prepare to be enchanted as you seek out the ten hidden gnomes scattered throughout our magical holiday wonderland. Keep your eyes peeled for gnomes of various sizes. Once you've spotted all ten, return your punch card for a delightful surprise

**How:** Tickets are now available, with early bird deals through Dec. 2, 2024. Tickets are date-specific, with a limited amount valid for any event day.

**Where:** The main parking and entry for Holiday Magic is in the Green Lot and Green Gate on the west side of the grounds, off Fairview Drive. Additional parking and entry will be available all operating hours of the event, in the Blue Lot and at the Blue Gate. Parking is FREE.

\*Click [here](#) for media toolkit.

For more event info and to purchase click [here](#).

The Washington State Fair Event Center is the largest event center in the state. The event center produces five signature events annually, including the end of summer 20-day *Washington State Fair*, one of the largest in the country. The 8-day *Washington State Spring Fair* occurs each April as a celebration of Spring. In addition to the fairs, the event center produces *The Taste Northwest*, a food and drink filled extravaganza in July, *Oktoberfest Northwest*, the state's largest

Munich-style celebration in October, and *Holiday Magic*, a festive winter experience in December.

For more information, visit <https://www.thefair.com/>

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