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FOR IMMEDIATE RELEASE

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Holiday Magic Returns to the Washington State Fair Event Center

Puyallup, WA–Nov. 18, 2025– Holiday Magic (presented by Daiwa Massage Chairs) returns this December for 11 sparkling nights—the Pacific Northwest’s biggest-value winter festival and the region’s fastest-growing holiday tradition. Set against the festive backdrop of the Washington State Event Center, Holiday Magic invites guests to step into a glittering wonderland filled with immersive light tunnels, thousands of twinkling lights, cheerful rides (*included with admission*), snow shows, a live-animal manger, an enchanting skating rink, free Santa photos and nightly live stage entertainment. Guests can wander through Santa’s Village, explore a holiday market full of merry treasures, snap the perfect photo at themed selfie stations and savor delicious seasonal treats—all part of an unforgettable celebration of the season.

When: Dec. 5-7, 12-14, 19-23, 4:30 – 9:30 p.m. (last entry at 8:30 pm)

What: Your gate admission includes so much, including rides! Check out all the winter wonder with these holiday highlights:

- **Military Discounts & Donations**

- Share the warmth this season, as Holiday Magic honors military families with exclusive discounts Fridays are for celebrating those who serve! This holiday season, we’re honoring our military community with 20% off General Admission tickets every Friday during Holiday Magic. Whether you’re coming with family or friends, enjoy dazzling lights, festive treats and the spirit of the season - at a special discounted rate as our way of saying *thank you*. Offer valid for active duty, retired military and veterans with valid military ID. Discount available online and on-site. Must show valid ID upon entry.
- Spread joy to those who serve in the military by rounding up when you purchase Holiday Magic tickets. The Washington State Fair Event Center is partnering with Santa’s Castle, a non-profit organization at Joint Base Lewis-McChord (JBLM). The mission at Santa's Castle is to ease holiday

stress by providing new toys, board games, books and warm clothes to active military families in Washington who are experiencing financial hardships.

- **Carnival Rides** (free) - Hop on Santa's Express Train, spin on the Sugar Plum Merry-Go-Round, see the sparkle of Holiday Magic from the Wonder Wheel (sponsored by Pinnacle Lumber) and step into the Enchanted Castle, where winter whimsy awaits at every turn
- **Special Nights** - Add a little extra shine to your visit with festive themed nights that bring even more magic to the season. Dress up, join the fun and make each evening uniquely memorable.
 - **Opening Night Festivities – December 5**
Celebrate the Season with us at the Opening Day of Holiday Magic! Be the first to unwrap all we have in store this year, enjoy live caroling and performances, fun activities and so much more. Looking for the perfect way to start your Christmas countdown? This one's for the truly holiday-obsessed
 - **Ugly Christmas Sweater Night – December 7**
'Tis the season for the wacky, tacky and wonderfully hideous! Break out your most outrageous holiday sweater and join the fun. Enjoy cozy couture and keep an eye out—you might be chosen for our Ugly Sweater Contest
 - **Grinch Night – December 12**
Celebrate everyone's favorite master of mischief! Enjoy themed treats, live performances and free photo ops with Grinch himself. Dress in your best Whoville-inspired look and get ready to bring out your inner holiday troublemaker
 - **Country Night – December 19**
Strap on that cowboy hat for a boot-skootin' holiday bash! Say howdy to the season with festive attire, music from HANK FM and enjoy two live performances from the PNW's own Aaron Crawford. Let your wrangler spirit shine brightly
- **Cozy Competitions** - Celebrate the season with friendly, feel-good challenges that bring big laughs, big holiday spirit and big prizes! Entry for contests will begin on-site approx. 30 minutes prior to competition. First come, first served.
 - **The Great Gift Wrap Race – December 7, 6 p.m.**
Race to wrap tricky gifts while wearing bulky mittens for fun prizes—plus all completed gifts will be donated to St. Francis House to spread holiday cheer

- **Snowball Showdown (Marshmallow Toss) – December 19, 6 p.m.**
Team up and toss giant marshmallow “snowballs” into Santa hats, in this silly, family-friendly challenge with sweet prizes on the line
- **Snowflake Stage** - Step into the holiday spirit at our brand-new Entertainment Stage, where festive performances bring extra sparkle to your night. From lively music to seasonal showcases, it’s the perfect place to gather, clap along and celebrate the magic of the season together (Sponsored by Harley Exteriors)
- **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 rental (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 or igloos. Plus, you’ll be able to watch the ice skaters in The Rink, while rocking out to holiday tunes! (Yeti Bar sponsored by Aviation Gin, Coors Light & Bailey’s)
- **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
- **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
- **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 (In partnership with MultiCare)
- **Santa’s Clubhouse (free)** - Create unforgettable memories at a meet-and-greet photo op 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 (Sponsored by Planet Fitness)
- **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
- **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
- **Twinkle Light Tunnel (free)** - Step into a world of pure enchantment in the Twinkle Light Tunnel. This whimsical passageway wraps you in a sky of shimmering lights that dance above and around you, creating the ultimate holiday photo op. It's a glowing moment of magic you won't forget - and it's completely free with admission to Holiday Magic.
- **Summit Lounge (available in packages, currently sold out)** - The cozy lounge gives guests access to a private bar, igloo seating, and features complimentary cocoa, games and more. Save more on your Holiday Magic experience with our packages, designed to make your visit truly magical whether it's a family outing, a romantic date, or a fun gathering with friends

How: Tickets are almost sold out! Get them while you can! Any day and family packages are sold out. Date-specific tickets are still available.

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 (sponsored by O'Reilly Auto Parts).

*Click [here](#) for the 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 June, *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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