



FOR MORE INFORMATION

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Great Wolf Lodge Revs Up Plans for Annual *Snowland* Celebration

Festive winter celebration kicks off Nov. 19

CHICAGO - (Oct. 27, 2021) – [Great Wolf Lodge](#) is gearing up for one of its most highly anticipated events of the year, its annual ***Snowland*** celebration! From Nov. 19 through Jan. 5, guests will be immersed in a winter wonderland, with daily snow showers in the Grand Lobby, seasonally themed crafts, holiday stories and songs, and new this year: *Snowland* Cabanas.

The *Snowland* Cabanas transport families to their very own whimsical candy cane chalet – a private oasis inside the water park that Great Wolf Lodge created to bring even more holiday joy to select resorts. Each Cabana features elaborately holiday-themed décor, so guests can cozy up on a lounge chair with their little ones next to a glowing Christmas tree while enjoying a respite from the chilly winter weather inside the 84-degree water park. Throughout the day, snow magically falls from inside the Cabana – creating a truly memorable experience for families. Each Cabana also includes a wreath-shaped tube to use on the Crooked Creek lazy river, and a special retail bundle with commemorative ornaments, keepsake mugs, assorted flavors of candy canes, vouchers for holiday-inspired beverages, and more.

Beyond spreading holiday cheer with our *Snowland* Cabanas, Great Wolf Lodge is raising funds for [Make-A-Wish](#)[®], which grants wishes to children with critical illnesses. For each reservation of a *Snowland* Cabana, \$10 will be donated to Make-A-Wish. Additionally, retail outlets at Great Wolf Lodge will sell festive Santa Hat Wolf Ears for \$6.99, with a portion of the proceeds being donated to the organization. These efforts to support Make-A-Wish will continue until *Snowland* concludes on Jan. 5, 2021.

There will also be fun, physically distanced activities included as part of an overnight stay, starting in the morning with “Twas the Night Before *Snowland*” Yoga Tails and concluding in the evening with the Frosty Fest Family Dance Party. Families can also enjoy *Snowland* Bingo, Trivia games and the popular “Craft Kit to Go” program that gives guests the opportunity to pick up a craft to complete in-room. Everywhere guests turn there is the merriest of fun to be had at the lodge, including surprise visits by Santa himself.

And during Hanukkah season from Sunday, Nov. 28 - Monday, Dec. 6, there will be a daily lighting of the menorah candle, (excluding Friday), located in the Grand Lobby.

Throughout *Snowland*, Great Wolf Lodge’s [Paw Pledge](#) program will be in full effect. The company-wide initiative to keep families healthy and safe while they play together at the indoor waterpark resort was developed in conjunction with medical professionals, disinfection specialists, industrial engineers and public health officials. The program focuses on disinfection and sanitization, physical distancing, personal protection and minimizing surface interactions in all guest areas across the resort.

Great Wolf Lodge can also arrange a *Snowland*-inspired experience for groups looking for a unique venue to host a corporate or family holiday gathering. For more information, please visit greatwolfgroups.com.

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.

About Great Wolf Resorts, Inc. Great Wolf Resorts, Inc. is North America's largest family of indoor water park 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 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., Colorado Springs, Colo., Bloomington, Minn., LaGrange, Ga., Gurnee, Ill., Scottsdale, Ariz.; and the newest resort in Manteca, Calif. which recently opened in June 2021, with Perryville, Md. slated for a 2023 debut. Additional information may be found on the company's [online media center](#).

About Make-A-Wish

Make-A-Wish creates life-changing wishes for children with critical illnesses. We seek to bring the power of wishing to every eligible child because each step of the wish journey can help children build the physical and emotional strength they need to fight their illness. Headquartered in Phoenix, Arizona, Make-A-Wish is the world's leading children's wish-granting organization, serving children in every community in the United States and in nearly 50 countries worldwide. Together, generous donors, supporters, staff and more than 30,000 volunteers across the U.S. unite to deliver hope to wish kids and their families when they need it most. Since 1980, Make-A-Wish has granted more than 500,000 wishes worldwide; more than 340,000 wishes in the U.S. and its territories alone. For more information about Make-A-Wish America, visit wish.org.