



Company Boilerplate

About The North Pole Experience

The North Pole Experience, home of Santa's workshop, is an interactive, one-of-a-kind Christmas experience in Flagstaff, Ariz. Founded in 2009, the North Pole Experience provides an authentic and memorable Christmas adventure for thousands of children and families from around the Southwest U.S., as well as many travellers from around the globe that travel to experience the magic each season. The enormous attraction includes a memory making adventures INSIDE Santa's workshop, building Toys with Elves, touring the Toy Factory, Bakery, Elf University, Santa's sleigh and Office. The North Pole Experience seeks to bring the magic of Christmas to life for visitors of all ages and inspire children to believe. For more information, or to order tickets, please visit northpoleexperience.com or call 480-779-9679.



Company Backgrounder

The North Pole Experience (NPX), home of Santa's Workshop, is the critically acclaimed interactive family Christmas experience in Flagstaff, Ariz. Entering Season 7 in 2015, North Pole Experience will run from the end of November through the end of December. The North Pole Experience provides an authentic and memorable Christmas adventure for families with children of all ages. Founded in 2009, the experience made the move from Greer, Ariz. to Flagstaff in 2012. In 2013 it was visited by over thousands of families from Arizona the Southwest, as well as many guests travelling to NPX from around the globe each year.

The attraction includes Santa's workshop, Santa's Toy Hall of Fame, the Toy Building Workshop, a large toy factory, Mrs. Claus's Bakery, Elf University, Santa's Mail room and office, and top secret Area 47 where Santa's sleigh is stored, along with the most advanced mission control center anywhere. Guests arrive at the North Pole Experience after a scenic trolley ride through Santa's own magic portal. The entire experience takes about 1.5 hours to go through.

The North Pole Experience is part Norman Rockwell, with a blend of the original Willy Wonka and seeks to bring the innocence and magic of Christmas to life and inspire children and families to believe during the most special time of year. A family tradition that every generation will love, the North Pole Experience is a can't-miss family adventure.

Press:

The North Pole Experience has been featured nationally and locally in outlets such as CNN, The Travel Channel, MSNBC, Examiner.com, ABC15, Arizona Republic, Sonoran Living, AZ Family, Fox 11, Family Vacation Critic, and more.

Media Contacts:

Morgan Vanderwall
574-370-8163
morgan@northpoleexperience.com



Corporate Fact Sheet

What: An interactive family Christmas experience in Flagstaff, Ariz. The North Pole Experience (NPX) provides a memorable Christmas adventure that includes tours of Santa's workshop, toy factory and a visit with the big man himself. The attraction draws thousands of families from Arizona, California and Nevada, as well as guests that travel to NPX from around the globe.

Company: Based in Flagstaff, Ariz., the North Pole Experience currently employs more than 120 part-time and full time employees each Christmas season. The company was founded in 2009. The attraction was originally located in Greer, Ariz., but moved to Flagstaff, Ariz. In 2012.

Duration: The entire interactive visit at the North Pole Experience is approximately an hour and 45 minutes.

Dates: The North Pole Experience runs from November 22, 2015 to December 27, 2015.

Prices: Tickets range from \$34 to \$55.

Tickets: To purchase tickets for the North Pole Experience visit <http://northpoleexperience.com/buy-tickets/> or call 480-779-9679.

Features:

Trolley – The journey begins at another family tradition, the Little America Hotel, which is enveloped with over 1 million Christmas lights each NPX season. Families check in at the launch station and board a 55-passenger trolley. The magical trolley ride will transport families through Santa's magic portal, directly the front doors of his workshop at the North Pole.

Santa's Toy Hall of Fame – Upon arrival, families are taught the secret elf knock to enter the 400 year old workshop. They are then escorted through Santa's Toy Hall of Fame, and meet

Alabaster Snowflake, Santa's trusted Master Elf. Children will get to experience exhibits of elves' toy creations throughout the centuries.

Santa's Toy Building Factory – At Santa's toy workshop, children will have the chance to become elves themselves, and help build toys and learn the gift of giving and helping Santa build toys for children around the globe. Kids will get to participate in hands-on activities, building toys like rockets and dressing teddy bears.

Mrs. Claus's Bakery – The wafting scent of treats will lead families to Santa's Bakery, where they can enjoy cookies and snowman soup (hot chocolate), two of Santa's favorite foods. Also, no Christmas treat is enjoyed without some music, so elves will lead the families in a few Christmas Carols.

Elf University – Elf University is where all the best elves study and learn. Here children will learn the training each elf must go through to receive the honor of working in Santa's workshop. Kids will also learn how to be good elves and remain on Santa's Nice List.

Santa's Mail Room & Office – Families will get to tour Santa's mailroom where all the letters from children around the world arrive, and enjoy Christmas story time with Mrs. Claus herself. They will also get to see Santa's authentic Office and write letters to Santa.

Area 47 – Santa's Sleigh Hanger – Families will get to experience and see first hand, Santa's magical sleigh, and mission control center. Santa's Sleigh hanger is one of the two most top secret areas in Santa's Workshop.

Visit with Santa – Families will end their experience at Santa's Workshop with special one-on-one family time with Santa. Here he will take pictures with children and families and children will have the chance to sit on Santa's lap and share their Christmas wishes. The visit includes a lanyard of digital images of their family at the end of the experience.

Breakfast with Santa – Santa visits the Little America Hotel every morning for more photo and visiting opportunities. Reservations for breakfast with Santa, sold separately!

Honorary Elf Program – The magic of the North Pole Experience doesn't end after Christmas. Through the Honorary Elf Program, the North Pole Experience spreads Christmas cheer to extra special families all year round. Santa makes personal visits and phone calls to kids and families who have experienced hardships. The North Pole Experience accepts submissions year round to make the magic happen for deserving families.

Leadership: Scott Pace, CEO and Founder

Website: <http://northpoleexperience.com/>

Twitter: @npxsanta

Facebook: <https://www.facebook.com/NorthPoleExperience>

Instagram: <http://www.instagram.com/NorthPoleExperience>