

HGTV's Santa HQ Comes to Town

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Chandler Fashion Center and Scottsdale Fashion Square introduce a modern Santa experience with the new Santa HQ, presented by HGTV.

Set to open on Nov. 8 at Chandler Fashion Center and Nov. 15 at Scottsdale Fashion Square, HGTV's Santa HQ invites families to experience the unparalleled wonder of Santa's world in the modern and digital age. Visitors can take an ELFIE selfie and star in their own holiday video, explore Santa's Observatory using ELF-RAY Vision, test out the 'Naughty O' Nice Meter,' and enjoy a memorable photo with Santa. Consumers can also plan ahead this year by booking a reservation online at www.Santa-HQ.com to the experience easier than ever to enjoy.

"Our goal at these two centers is to enhance the customer experience in every way possible, and we are delighted to have a partner like HGTV that shares our passion about delivering exciting opportunities guests can't find anywhere else," says Kimberly Hastings, Macerich. "Visits and photos with Santa at the mall are a well-loved holiday tradition, and this year we are enhancing the entire experience with Santa HQ."

The two shopping centers also invites our guests to enter the HGTV Home for the Holidays Sweepstakes for a chance to win \$10,000. The sweepstakes is scheduled to begin on Nov. 11. To see how they can enter, guests of Santa HQ centers can text "santahq" to 36500 to be directed to www.santa-hq.com, or they can enter at Guest Services.