

HGTV's "Santa HQ" Returns to the Valley

Written by Editorial



HGTV's interactive "Santa HQ" holiday activation will continue to revolutionize the traditional Santa Claus experience when it returns to Scottsdale Fashion Square (opens Nov. 14) and Chandler Fashion Center (opened Nov. 7). Through Christmas Eve, Dec. 24, Santa HQ spreads holiday cheer to guests of all ages with a 21st century immersive journey that features state-of-the-art digital technology. In addition to the classic photo with Santa Claus, mall guests can take an Elfie selfie to star in their own holiday video, use Elf-Ray Vision to explore Santa's Observatory, and test out the Naughty or Nice O'Meter.

At select locations, fans can get autographs and take photos with HGTV and DIY Network stars, including Anthony Carrino and John Colaneri (*America's Most Desperate Kitchens*) and Alison Victoria (*Kitchen Crashers*). "Santa HQ was a tremendous success for HGTV last year so we are expanding the event this year to make it even more magical for kids and their families," says Shannon Driver, senior vice president, marketing and creative services. "Holiday celebrations go hand-in-hand with home, so this is the perfect time to engage with our fans in a meaningful way."



The unique attraction offers a powerful HGTV brand experience at each of the high-performing, market-dominant Macerich properties that host Santa HQ. "Our beautiful, amenity-rich retail properties are magnets for families during the holidays, providing an unrivaled marketing platform for brands to connect with ready-to-shop consumers in top markets," says Ken Volk, chief marketing officer, Macerich. "Santa HQ is an excellent example of a well-executed strategic partnership that enables brands like HGTV to come to life at our malls to engage their target audiences."

While visiting Santa HQ, guests can customize their individual experience by using augmented reality to view Santa's Workshop and Observatory in a magical way. Visitors can download the Elf-Ray Vision app or use a provided tablet to discover the enchanting world of Santa HQ in stunning 2D and 3D digital scenes. Shoppers can continue their adventure with a custom photo opportunity, a visit with Santa inside his modernized sleigh and an opportunity to enter for the chance to win \$10,000 in HGTV's Spreading Holiday Cheer Sweepstakes. Reservations to visit the experience can be made in advance at santa-hq.com/reservations. HGTV knows the holidays are a special time for the network's audience, so fans are encouraged to share their Santa HQ experience on Twitter, Facebook and Instagram using #loveHGTV for the chance to appear on HGTV.com/santahq.