



November 30, 2016

## Santa Claus is Comin' to Town: A Department Store Holiday Tradition

THE BON-TON FAMILY OF STORES WELCOMES THE BELOVED MAN IN THE RED SUIT WITH FAMILY-FRIENDLY "SANTA FEST" IN EVERY STORE

**Free Santa Selfies, kids' crafts and a host of special activities highlight Santa Fest while new Danny Gokey version of "Santa Claus is Comin' to Town" launches holiday campaign**

MILWAUKEE, Nov. 30, 2016 (GLOBE NEWSWIRE) -- The Bon-Ton Stores, Inc. (NASDAQ:BONT) which operates Bon-Ton, Boston Store, Bergner's, Carson's, Elder-Beerman, Herberger's and Younkers stores brings all things merry and bright to center stage with Santa's arrival. Celebrate everyone's favorite jolly old soul during a special "Santa Fest" at every store location Saturday, December 3 and Saturday, December 10 from 11am-3pm.

Photos accompanying this announcement are available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/03362ae5-2ffc-4f87-bd92-3dfa3c8bfc29>

<http://www.globenewswire.com/NewsRoom/AttachmentNg/6c1569e9-89e3-467d-97b4-f8c2362b5a22>

Children and families can take free selfies with Santa, create family-friendly crafts including reindeer ears and holiday greeting cards, enter for a chance to win prizes and enjoy hot chocolate treats. Parents receive 30% off on kids' apparel purchases all day. To find a Santa Fest location, visit [bonton.com/santafest](http://bonton.com/santafest).

Adding to the holiday cheer is the launch of a partnership with American Idol alum and BMG recording artist Danny Gokey. Gokey's exclusive recording of the classic "Santa Claus is Comin' to Town" serves as the Bon-Ton Stores' signature song for the 2016 holiday [television campaign](#). The song will also be a bonus track on Gokey's award winning holiday CD "Christmas is Here" which debuted at #1 on the Billboard Holiday Album chart last year. The CD with bonus track is available exclusively at Bon-Ton Stores. For every CD purchased, one dollar of the proceeds will benefit Sophia's Heart, a non-profit organization which Gokey founded in honor of his late wife to serve at-risk children and families. The Bon-Ton Stores, Inc. aims to raise \$10,000 for the non-profit in December.

"The holidays are a time to celebrate families" said Gokey. "It brings me a lot of joy to combine my passion for music with that special holiday spirit and share it with others. This is also the season of giving and I'm grateful to the Bon-Ton Stores for helping Sophia's Heart change lives and restore hope for hundreds of kids and families."

Gokey's CD will be available at most stores and online for \$11.98 December 1 through December 24. To learn more visit [bonton.com/gokey](http://bonton.com/gokey) starting December 1.

### **About The Bon-Ton Stores, Inc.**

The Bon-Ton Stores, Inc., with corporate headquarters in York, Pennsylvania and Milwaukee, Wisconsin, operates 267 stores, which includes 9 furniture galleries and five clearance centers, in 26 states in the Northeast, Midwest and upper

 [Danny Gokey Holiday CD](#)

Danny Gokey holiday CD with exclusive track

 [Santa Claus](#)

Santa Claus is Comin' to Town for Santa Fest

Great Plains under the Bon-Ton, Bergner's, Boston Store, Carson's, Elder-Beerman, Herberger's and Youngers nameplates. The stores offer a broad assortment of national and private brand fashion apparel and accessories for women, men and children, as well as cosmetics and home furnishings. The Bon-Ton Stores, Inc. is an active and positive participant in the communities it serves. ?For store locations and information, visit [bonton.com](http://bonton.com). Join the conversation and be inspired by following Bon-Ton on [Facebook](#), [Twitter](#), [Instagram](#), [Pinterest](#) and the fashion, beauty and lifestyle blog, #LoveStyle. ?

***About Danny Gokey:***

BMG recording artist Danny Gokey became a favorite of millions of fans as a Top 3 finalist on Season Eight of American Idol. His first album, My Best Days debuted at #4 on the Billboard Top 200 album chart. Following, Danny has celebrated a series of #1s including his latest full album release, his first Award-winning holiday album, "Christmas Is Here," as well as singles including "Hope In Front of Me" and "Tell Your Heart to Beat Again." He is also the founder of Sophia's Heart, an organization established in honor of his late wife that provides hope and help to homeless families in crisis. It also has a thriving inner city Music & Arts program in Danny's hometown of Milwaukee. For more official news and information go to [www.dannygokey.com](http://www.dannygokey.com).

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