

November 30, 2017

## **Santa Is Coming To Town: A Department Store Holiday Tradition**

### **Bon-Ton Family Of Stores Will Host Photos With Santa During "Santa Fest" Events Free photos with Santa, kids' crafts, shopping offers and a variety of fun activities**

MILWAUKEE, Nov. 30, 2017 /PRNewswire/ -- The Bon-Ton Stores, Inc. (OTCQX: 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 in December. Children can meet the jolly man in the red suit during a special "Santa Fest" event on Saturday, December 2 and Saturday, December 9 from 11:00 a.m. to 3:00 p.m. in [all](#) its department stores.



During this free holiday event, the kid's department will be transformed into a festive holiday celebration sure to create childhood memories. Parents can snap photos of their children meeting Santa or have a family photo taken by one of the elves. Each child can participate in fun activities including making your own reindeer ears, snowflake ornament, holiday greeting card and coloring sheet to take home or give as gifts.

Parents can enjoy checking items off their shopping list while saving an extra 30 percent on their entire regular or sale priced children's apparel purchases, and 40 percent off the entire stock of FAO Schwarz and Discovery Kids toys throughout the event. Bon-Ton stores have a large selection of holiday dress wear, playwear, gifts and toys for kids of all ages.

Families are encouraged to post their photos with Santa on social media using hashtag #santafest. Plus, those who share a photo with their favorite FAO Schwarz toy and post it on Instagram using the hashtags #returntowonder and #bontonstyle will be automatically [entered](#) for a chance to win one of three FAO Schwarz prizes totaling over \$1750 each. The grand prize will include the iconic eight-foot giraffe stuffed animal.

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

The Bon-Ton Stores, Inc., with corporate headquarters in York, Pennsylvania and Milwaukee, Wisconsin, operates 260 stores, which includes 9 furniture galleries and four clearance centers, in 24 states in the Northeast, Midwest and upper Great Plains under the Bon-Ton, Bergner's, Boston Store, Carson's, Elder-Beerman, Herberger's and Younkers 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 further information, please visit [thebontonstoresinc.com](http://thebontonstoresinc.com) or the company's web site at [bonton.com](http://bonton.com). Join the conversation and be inspired by following Bon-Ton on [Facebook](#), [Twitter](#), [Instagram](#), and [Pinterest](#).



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