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**PALISADES CENTER PARTNERS WITH CHERRY HILL PROGRAMS TO PROMOTE  
“CREATE HOLIDAY MAGIC” PROVIDING CHILDREN UNIQUE CUSTOMIZED  
EXPERIENCES WITH SANTA AMID PANDEMIC THIS CHRISTMAS**

*--The Platform Deploys Virtual Technology To Keep The Magic of Christmas Alive This Year through One-on-One Personalized Visits with Santa from The North Pole, Customized Experiences for Pets, Story Time, And More--*

**West Nyack, NY (November 2020):** Palisades Center and [Cherry Hill Programs](#) (CHP), the industry leader in experiential photography, operating holiday experiences in over 800 venues across the U.S., Canada, and Puerto Rico during the Christmas and Easter seasons, today announced a marketing partnership to launch this new virtual technology, [Create Holiday Magic](#), tailored specifically around the current COVID-19 pandemic, to help families keep their holiday traditions alive.

Recently, a [petition](#) was launched by Santa’s elves demanding he starts Christmas early this year. CHP, which has brought Santa to children and families across the U.S. for 60 years, decided to get the latest HD video call technology to the North Pole to allow Santa a safe way to visit families across the world while simultaneously adhering to proper social distancing guidelines. Beginning on Nov. 6, 2020, Santa can connect with children and families all over via

personalized Zoom video calls, arranged through CHP, as part of its 2020 “Holiday Magic Traditions” package.

This V.I.P. package also includes a premium *Holiday Traditions Gift Box*, unlimited access to *My Photo with Santa*, unlimited access to create *Pet Photos with Santa*, on-demand video *Story Time with Santa*, a letter from Mrs. Claus and her secret cookie recipe kit, and much more. Additional, lower-tiered, experience packages are also available for purchase starting at \$9.99. CHP also offers two free trials this year, guests have access to try My Photo with Santa and Pet Photo with Santa for free or upgrade to a premium license for unlimited photo uploads and downloads along with access to a full library of adorable holiday backgrounds, frames and stickers. Both are available to share across social media and are printable at no extra cost. All packages are currently available to purchase via [www.createholidaymagic.com](http://www.createholidaymagic.com).

"At Cherry Hill Programs, we won't let the circumstances of the COVID-19 pandemic stop Christmas for millions of families nationwide or stand in the way of their traditions," said **Matt Windt, chief marketing officer at Cherry Hill Programs**. "So, we've been working incredibly hard to create the same magical, and memorable holiday experience with Santa that consumers are accustomed to getting from CHP. 'Create Holiday Magic' gives families security and comfort in knowing they can still provide their children with a more than memorable Christmas that will keep its magic alive for them. In addition to the opportunity to visit Santa in-person at 700 shopping centers and malls this year, Create Holiday Magic is a virtual option to ensure every family that wants to visit Santa is able to enjoy the tradition."

With more than 10,000 bookable hours and over 1,300 Santas available for personal and customized online experiences, grandparents who still have yet to meet their newborn grandchildren and will likely miss their first Christmas, as well as parents, sons, and daughters who haven't seen each other in seven months but won't get on a plane for fear of COVID-19, will not only be able to connect as best they can, but will also have everything they need to create one of the happiest and most memorable Christmas they'll ever have. Through this first of its kind program, CHP is making sure this pandemic does not get in the way of holding on to family holiday traditions.

CHP's holiday packages are available through Dec. 24, 2020, and can be scheduled in fifteen-minute increments, seven days a week, from 9 a.m. until 9:45 p.m EST.

**FOR PRESS:**

To book your Create Holiday Magic Experience, visit: <https://www.createholidaymagic.com/>

To help Santa's elves, sign and share their petition here: <http://chng.it/vpzNvTskbW>

For images and any other needed assets, information, or to speak with a top executive at Cherry Hill Programs, please email Nicole Kerr at [nkerr@jessieiscohen.com](mailto:nkerr@jessieiscohen.com)

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### **About Cherry Hill Programs**

Cherry Hill Programs (CHP) delivers unforgettable memories, captured with high-resolution digital images that our guests cherish year after year. In partnership with famous landmarks, attractions, signature shopping centers, and hotel destinations across North America, Cherry Hill Programs delivers millions of magical experiences annually with iconic backdrops and cityscapes as well as authentic Santas and Easter Bunnies for the young and young-at-heart. Cherry Hill Programs is the industry-leader in experiential photography, operating holiday experiences in over 800 venues across the U.S., Canada, and Puerto Rico during the Christmas and Easter seasons, while Photogenic, the souvenir division of Cherry Hill Programs, delivers iconic souvenir experiences in dozens of popular U.S. tourist destinations and landmarks year-round. Through a proprietary combination of appointment setting software, digital camera technology, point of sale equipment, and digital delivery platform as well as a nationwide network of holiday characters, recruiters, field managers, IT, and logistics professionals, our mission simply stated is: Delivering a magical experience—every time.

### **About Palisades Center**

Palisades Center is a four-level shopping center offering 225 brands, 16 sit-down restaurants, a bowling alley, ice rink, the world's tallest indoor ropes course, comedy club, and more. With its unique and diverse merchant mix, Palisades Center is the go-to place for local shoppers and tourists alike. To learn more, visit [www.palisadescenter.com](http://www.palisadescenter.com), [www.facebook.com/palisadescenter](https://www.facebook.com/palisadescenter), [www.twitter.com/palisadescntr](https://www.twitter.com/palisadescntr), or [www.instagram.com/palisadescntr](https://www.instagram.com/palisadescntr).

### **About Pyramid Management Group, LLC**

Pyramid Management Group is one of the largest, most innovative, privately-held real estate developers in the northeast. Headquartered in Syracuse, New York, Pyramid's portfolio of dynamic shopping, dining and entertainment destinations and expanding hospitality presence dominate the northeast with 14 properties located throughout New York and Massachusetts. For 50 years, Pyramid has built its reputation on being first, fast, ahead of the curve and always what's next, leading the industry in combining the best elements of traditional retail with world-class dining and entertainment, all under one roof. For more information, visit [www.pyramidmg.com](http://www.pyramidmg.com).