



FOR IMMEDIATE RELEASE

“FAIRYTALE CHRISTMAS” THEME

HIGHLIGHTS 15th ‘CHRISTMAS IN THE COUNTRY’

AT GRAND GENEVA RESORT & SPA

*Midwest’s Largest Festival Runs November 22 thru December 30,
New Indoor, Outdoor Scenes Featured*

LAKE GENEVA, WI – One of the Midwest’s most unique holiday season festivals gets underway November 22 as Grand Geneva Resort & Spa unveils “*A Fairytale Christmas*” as theme for it’s 15th annual ‘Christmas in the Country,’ a six-week long celebration of lights, music, theatre, food and daily activities which promise to rekindle memories dating back to the holidays of our youth.

Running through December 30, Christmas in the Country offers more than a half-million lights and this year features a myriad of brand new mechanical, animated scenes both inside the resort as well as across the entire 1,300 acre property.

The spirit of the holidays is evident the second you step foot inside Grand Geneva as the hotel lobby welcomes guests with a treatment of traditional red velvet and gold accents on a 27’ tall Christmas tree with Santa and his reindeer featured at its base.

A Fairytale Christmas

This year’s theme, entitled “A Fairy Tale Christmas,” comes to life through a fantasy of favorite fairytale characters as they all return home to celebrate the holidays proving once again that there’s no place like home...or Grand Geneva for that matter.

Grand Geneva has commissioned Muncie, Indiana-based F.B. Fogg to create several special fairytale scenes including Cinderella, Alice in Wonderland, Goldilocks and the Three Bears, Snow White, Hansel and Gretel, the Three Little Pigs and the Wizard of Oz. F.B. Fogg is recognized nationally for its innovative use of hand-made paper to create fun and unique paper creations.

Also new this year is a special *Good Tidings and Grand Holidays overnight package*, featuring overnight accommodations and tickets to both the “Hooray for Holidays” musical and the all new Dancing Horses Theatre, a Vegas-style performance featuring equine performers and trainers unparalleled anywhere else. The show concludes with the Dancing Waters, which features hundreds of jets choreographed to music.

A wealth of holiday traditions and activities are featured at Grand Geneva between November 22-December 30 and include:

The Christmas Musical "Hooray for Holidays!"

In the Evergreen Theatre: It's back and it's bigger than ever as the 10th anniversary show features a plethora of new songs and dance numbers as well as some audience favorites from years gone by. Featuring ten singers, dancers and a six-piece band, Hooray for Holidays provides a special evening of song and dance, tenderness and tears for children and adults of all ages.

Special "Dinner and a Show" performances are available and feature holiday luncheon at noon Tuesday through Sunday before the 1:30 p.m. performance, or dinner at 6 p.m. Thursday through Saturday before the 7:30 p.m. performance.

Gingerbread House Contest and Display

Area residents, in both amateur and professional, adult and child categories, display their masterpieces beginning November 22 through the holidays. Come in and view those fabulous creations!

Tom's Holiday Song-Fest

The kids will love being entertained while singing along and playing instruments with area musician, Tom Stanfield, as this highly energized, interactive children's show takes place from 10-11:00 a.m. Saturdays in December leading up to Christmas.

Brunch with Santa

Look for Santa and Mrs. Claus as they visit with children during Sunday brunch in Geneva ChopHouse between 10 a.m. and 2 p.m. beginning November 29.

Jingle Bell Jazz

New in the Lobby Lounge and featuring a six-piece band for some of the smoothest sounds of the season, this 15-minute program takes place fireside and offers holiday favorites Tuesday through Sunday at 4:30 p.m.

Holiday Teas

A favorite every holiday season, Grand Geneva presents a special Afternoon Holiday Teas daily from 1:30-3:30 p.m. November 28 through December 30.

For information on any of this year's Christmas in the Country activities or for tickets, reservations and overnight accommodations, call toll free (800) 558-3417 or visit www.grandgeneva.com

About Grand Geneva

Grand Geneva is an all-season hotel set on 1,300 acres at the legendary southeastern Wisconsin community of Lake Geneva, WI, just 90 minutes from Chicago and 50 minutes from Milwaukee. The property features 355 guest rooms, WELL Spa + Salon, two championship 18-hole golf courses, The Mountain Top, a three-chair/18-run ski and snowboard facility, 62,000 square feet of meeting and convention space, three restaurants and a 4,100 foot executive airport. Grand Geneva recently completed property-wide renovations, which included improvements to all guest rooms, the outdoor pool deck and WELL Spa + Salon.

Additional accommodations include Timber Ridge Lodge, featuring a 50,000-square foot outdoor/indoor waterpark, 3,600-square foot arcade, 3,500-square foot ballroom and family barbecue restaurant. Grand Geneva is a wholly-owned subsidiary of the Marcus Corporation (NYSE: MCS). For more information or reservations, call toll free (800) 558-3417 or visit www.grandgeneva.com.

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