

Santa Claus at the Mall

In the 2006 Holiday Season Santa visited over 80 children per day.

In 2006 Santa gave out an average of 1,251 candy canes during the holiday season.

Also in his sleigh were:

Coloring books

Reindeer antlers

Puzzles

“Santa Stop Here” signs

Candy and even toothbrushes!

Santa will arrive at most malls on:
November 17

The most common method of Santa’s arrival will be a parade.

Some centers will have Santa skate in during an ice show, or ride in on a fire truck or sports car; Santa is even going to fly into one center via a helicopter!

Holiday Spirit

The percentage of malls that plan to organize an activity to raise money or merchandise for a charity this year is 97.1%, up from last year’s 88%.

The most popular activities for malls to raise money or merchandise for a charity are toy and coat drives, Giving Trees, Christmas Angels, Breakfast with Santa, tree lighting activities, and an Evening of Giving.

Malls will also be offering programs such as pet photos with Santa, caroling by school and church groups, cook-offs, bake sales, and other promotions and contests to keep shoppers in the holiday spirit.