



NEWS RELEASE

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Winter Wander-land Returns to San Francisco's Union Square this Holiday Season

Multi-month campaign will include special events, activations and attractions in the heart of San Francisco's downtown shopping district

San Francisco, CA—[Winter Wander-land](#)—a series of special events, attractions and activations—will return to Union Square this holiday season. Presented by the Union Square Alliance, the multi-month campaign will showcase the variety of offerings available at San Francisco's historic heart of the City.

"I am so excited to welcome back Winter Wander-land," said San Francisco Mayor London Breed. "Whether it's ice skating in the beautiful plaza, looking at all the adorable SF SPCA kittens and puppies at Macy's or shopping at all our wonderful Union Square stores, this event has something for everyone. We are looking forward to sharing this safe, welcoming and entertaining experience with everyone this holiday season."

Union Square attracts crowds of shoppers and diners to a unique mix of stores, restaurants, hotels and events, year-round. Last year, more than 1.5 million people visited Union Square during the holiday season.

"In Union Square, the holidays are more than just a season—they're an experience filled with joy, tradition, and cherished memories that last a lifetime," said Marisa Rodriguez, CEO of Union Square Alliance. "People come from far and wide to experience the magic of the Square at the Holidays. From the festive Winter Walk and ice skating to the adorable San Francisco SPCA holiday pet windows at Macy's, tea services at the Rotunda or Post Room after a long day of shopping, Christmas Dinner at John's Grill, and the annual Menorah lighting, there's something for everyone. Union Square is a world-class destination where the magic of the San Francisco Bay Area shines brightest during the holiday season."

Winter Wander-land attractions include:



[Gump's Holiday Shop, Now Open Monday – Saturday from 11am – 5pm:](#) Located at 240 & 250 Post Street, Gump's Holiday Shop offers hundreds of glass-blown glass ornaments, enchanting holiday décor, mesmerizing jewelry designs and gifts galore.

[Marker Hotel, room specials & events, November & December:](#) Enjoy 30% off spacious suites when you book your stay between November 1 and December 30 using promo code HOLIDAYS. Delight in traditional Dickens Carolers performing on Fridays and Saturdays throughout December.

[Post Room Tea Service, Weekends in November and December:](#) Located at the Beacon Grand on 450 Powell Street, enjoy an exceptional all-day menu showcasing the finest California produce with a Mediterranean twist, and an array of holiday dining events including an enchanting Afternoon Tea experience and curated live music program each weekend.

[Union Square Ice Rink, November 6 – January 20:](#) Set in San Francisco's iconic Union Square, the Holiday Ice Rink is the only outdoor ice rink in the City and is one of the Bay Area's favorite annual holiday traditions.

[Ornament Painting Class, November 9 & 16:](#) Local artist Rena Leinov will lead classes on hand painted ornaments on Saturday November 9 and Saturday November 16 from 12 p.m. – 3 p.m.

[Macy's Great Tree, visible Now– through the Holidays:](#) This iconic landmark will return again, adorning Union Square throughout the holidays with festive ornaments, and centering the Holiday festivities with light and cheer.

[Macy's SF SPCA Holiday Windows, November 22 – December 31:](#) Macy's beloved SF SPCA Holiday Windows will once again feature rescue animals in need of finding their forever homes. Come visit Macy's and spread the holiday love to animals in need. with the goal of the event to help find loving homes for as many pets as possible.

[American Conservatory Theater's *A Whynot Christmas Carol*, November 26 – December 24:](#)
An adaptation reimagining Charles Dickens' timeless tale with a vibrant San Francisco flair. Follow Ebenezer Scrooge on a journey filled with humor, heart, and community.



Breakfast with Santa, December 7, 9 – 11:30 a.m.: Gather with friends and family for a delightful breakfast buffet overlooking San Francisco, featuring a special visit from Old Saint Nick. Enjoy a classic American breakfast with eggs, bacon, pancakes, fresh fruit, and a mimosa for each adult. Santa will make an appearance, giving every child the chance to meet him and snap a photo.

Winter Walk, December 13 – 22, sponsored by the San Francisco Office of Economic and Workforce Development, Office of Mayor London N. Breed, Amazon, JP Morgan Chase, Build Group, Gap, Inc., Waymo and Zoox: This holiday extravaganza will feature a two-block lively walk, transformed into a winter holiday plaza adorned with turf, featuring an array of food trucks and bar options, visually captivating experiences featuring contemporary Arctic décor, and various exciting performances. Winter Walk will be held on Stockton Street from Post to Geary Street and from Geary Street to O'Farrell Street.

Ornament Trail, December 13 - 22: Pick up an Ornament Trail Guide at Winter Walk and explore the larger-than-life ornaments created by talented local artists, displayed along Powell Street. In addition to the stunning holiday decor, you'll find blue turf, festive ornaments on poles, and other seasonal touches. Stay tuned for details on weekly holiday performances at the Cable Car Turnaround, bringing extra cheer to your winter stroll.

Dollie + Me Holiday Tea, December 14 & 15, 1 – 3 p.m.: Families are invited to this beloved holiday tradition, where they will enjoy a festive afternoon of holiday tea, Dollie + Me crafts, and fun. Adults can indulge in a full tea service with champagne, while children sip hot chocolate and enjoy sweet treats and tea sandwiches. Hosted by Kit & Sis, the event includes a lively dollie crafting activity, and each child will leave with a goodie bag of year-round doll crafts. Recommended for children ages 4+. Children must bring their own doll or stuffed animal. \$110 per person, excluding taxes and fees. A bottle of champagne can be added for \$65, excluding taxes and fees. Click [here](#) for reservations.

Neiman Marcus Special events, December 14 – 15: A holiday engraver and hand painter will be onsite to customize gifts from 11 a.m. – 5 p.m. on Saturday, December 14 and the store will host Breakfast with Santa on Sunday, December 15 (RSVP required.) A holiday engraver and hand painter will be onsite to customize gifts from 11 a.m. – 5 p.m. on Saturday, December 14 and the store will host Breakfast with Santa on Sunday, December 15 (RSVP required.)



[The Bill Graham Menorah](#), **December 25 – Jan 2**: Marking its 49th year in Union Square, the Bill Graham Menorah is the first giant public Menorah outside of Israel and is an annual tradition as we celebrate the Chanukah Menorah Lighting

[John's Grill](#), **December 25**: Select from the a la carte menu including a holiday special Roast Prime Rib of Beef. Enjoy a special holiday 3-course menu including, Lobster Bisque, Filet Mignon and Lobster Tail, your Choice of Dessert, and a special treat from the chef.

Additional information about the various Winter Wander-Land attractions can be found online at www.visitunionsquaresf.com/winter-wander-land

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About the Union Square Alliance: The Union Square Alliance serves its members and creates a high-quality, complete neighborhood experience by managing and activating public spaces; supporting existing businesses and attracting new investments; and convening, partnering, and advocating for the District's future success.