FOR IMMEDIATE RELEASE

Busch Gardens Williamsburg's Christmas Town Returns With All-New and Fan-Favorite Festivities at the World's Most Beautiful Theme Park

One of the largest light displays in North America returns with an all-new holiday show, seasonal eats and fun for the whole family.

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WILLIAMSBURG, Va. (Oct. 29, 2026) – The holidays shine brightest as Busch Gardens® Christmas Town™ returns on select dates from November 13 through January 3, 2027. The world's most beautiful theme park transforms with over 10 million twinkling lights in one of the largest light displays in North America. Guests can enjoy heartwarming holiday shows and experience over 25 attractions, including the all-new Verbolten: Forbidden Turn.

New for 2026, visitors can enjoy the all-new *The Queens of Christmas*, a sparkling holiday concert filled with festive harmonies, big vocals, and genuine Christmas joy. This trio brings the season to life with heartfelt moments and show-stopping arrangements of songs like *This Christmas* and *Santa Baby*.

Family-friendly classics such as *Santa's Workshop*, the *Christmas Town Express* and *'Twas That Night* ice skating show cover the park in holiday cheer. Plus, visitors can indulge in seasonal sweet treats like flavored hot chocolates and deep-dish cookies, exclusive to Christmas Town. Holiday shopping and special photo opportunities complete the festive holiday tradition for friends and families.

Guests can enjoy fan-favorite shows celebrating the reason for the season. Returning entertainment includes:

> ***Christmas Town Live! A Holiday Special*:** This heartwarming performance transports guests to the 1960s during a holiday TV special featuring classic carols and festive medleys, offering a one-of-a-kind trip down memory lane.
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> ***Gloria!*:** A joyous re-telling of the story of the first Christmas, Gloria! blends contemporary and traditional music, costuming and scenery to highlight and celebrate the true meaning of Christmas.

***'Twas That Night*:** The Royal Palace Theatre is transformed into a spectacular ice-skating show that reimagines the classic story of The Night Before Christmas.

***Scrooge No More*:** Join Scrooge live on stage in this musical at the Globe Theatre as he is swept away by the ghosts of Christmas past, present and future, who teach him the importance of family and friends being together at Christmas.

Families can be immersed in the magic of the season with a fan-favorite dining experience, *Santa's Fireside Feast*. Visitors can enjoy a hearty meal and a special Christmas story from Santa himself during this festive encounter. Santa's Fireside Feast is offered on select dates in the Killarney area of the park. Guests can reserve their spot at BuschGardens.com.

Make the Season Even Brighter
For a limited time, guests can save up to 65% on tickets and up to 35% on Memberships during the Christmas Town sale with single-day tickets as low as $31.99.

For more information on Christmas Town and Membership, visit BuschGardens.com/Williamsburg and follow Busch Gardens on social media at @BuschGardensVA.

About Busch Gardens Williamsburg
Recognized by the National Amusement Park Historical Association as the Most Beautiful Park for 35 consecutive years, Busch Gardens® Williamsburg is a European-themed adventure park combining 17th-century charm with 21st-century thrills, featuring more than 50 rides and attractions, world-class coasters, and year-round events. Busch Gardens is a part of United Parks & Resorts Inc. (NYSE: PRKS). Learn more at UnitedParks.com.

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