

LEGENDARY *Santa*

❖ ❖ SINCE 1936 ❖ ❖



**Children's
Museum**
OF RICHMOND

1936

88
YEARS

2024

Presented by



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Wegmans



We are proud to sponsor the 88th year of Legendary Santa

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Welcome to the Children's Museum

The Children's Museum became the home of Legendary Santa in 2005 – a natural fit since the museum caters to families with children 0-8 years of age. More than just a fun place to play, the Children's Museum Downtown is an active, involved opportunity for the entire family to grow and learn together. We are so grateful for visitors like you as we work to keep everyone safe during this most magical time of year. Thank you for your support!

During your visit to see Legendary Santa, consider exploring the Children's Museum, Holiday Village, and the Museum Gift Shop!

CHILDREN'S MUSEUM DOWNTOWN

The Children's Museum Downtown is filled with fun, discovery and learning through play! From the splash-splash and whirlpool of our water play area, to indoor "apple-picking" and Art Studio, there are endless opportunities to play, create and learn! Don't forget to purchase tickets for the Carousel, which cost \$3. Museum Admission is \$9 per person. Family Memberships are \$149 and make wonderful holidays gifts that last the entire year!

HOLIDAY VILLAGE

The Holiday Village explores six traditions celebrated by our neighbors: Christmas, Diwali, Eid, Hanukkah, Kwanzaa and Lunar New Year. Each Richmond Fan District-styled house highlights commonalities between different holidays: lights, decorations, food and games. Try out the interactive I-Spy game during your visit!

FAWN SHOP

First opening in 1936, the Fawn Shop is a great way for kids to shop for gifts for their families and friends. Parents can purchase Fawn Bucks, which their kids then spend in the Fawn Shop. Grown ups, please wait outside – we have volunteers who will help your kids shop!

Legendary Santa Photo Prices

Capture your magical moments with Legendary Santa!
All net proceeds from photography sales will benefit the
Children's Museum of Richmond.

FREE EMAILED PHOTO

1 per Visit or Chimney ticket

DIGITAL OPTIONS

(Full resolution with copyright release)

Emailed Photo.....	\$14.99
Flash Drive (1 Photo).....	\$29.99
Additional Photos.....	\$14.99
(Up to 6 photos per flash drive)	

PRINT PACKAGES

<u>Package A</u>	\$19.99	<u>Package C</u>	\$29.99
Two (2) 3.5" x 5" photos		Four (4) 3.5" x 5" photos	
<u>Package B</u>	\$19.99	<u>Package D</u>	\$29.99
One (1) 5" x 7" photo		Two (2) 5" x 7" photos	

ADDITIONAL POSES WITH SAME GROUP

One (1) 5" x 7" photo OR two (2) 3.5" x 5" photos.....\$14.99

DELUXE PACKAGE

Digital & Print Combo.....\$39.99
Two (2) copies of a 3.5" x 5" photo
two (2) copies of the same photo
in a 5" x 7" format, as well as
one (1) additional emailed photo

**BEST
VALUE!**



HOW IT WORKS

1. Adults purchase Fawn Bucks at the Checkout desk. \$2.50 per Fawn Buck.
2. Fill out a Gift List, available to all at Checkout. This will help Santa's Helpers assist your child.
3. No adults allowed in the Fawn Shop! One of Santa's Helpers will help your child make purchases of pre-wrapped gifts using the Fawn Bucks.

LEGENDARY *Santa*

It All Began in 1936...

...when the real Santa Claus first chose the landmark Miller & Rhoads department store in downtown Richmond for his seasonal headquarters, thrilling scores of youngsters and launching a tradition that would become as rock solid as the city's foundation. From that time forward, no Christmas was complete until you went in your holiday best to see Santa at Miller & Rhoads. Other stores and malls had Santas, but they were only the "helpers" of the real Santa at Miller & Rhoads.



FLASHBACK TO

Miller & Rhoads

Photo courtesy of The Valentine, Virginia Chamber of Commerce: Phil Flournoy, photographer

SHARE A GOOD BOOK THIS HOLIDAY SEASON!

The Children's Museum of Richmond Book Bank exists to put as many books as possible into the hands and lives of children in need.



**In the 2024 fiscal year, over
23,314 books were distributed to
children across Central Virginia!**

Need books?

Does your organization or school serve children whose families cannot afford books? Please scan the QR code to access CMoR's online application.

Please Note: Applications are fulfilled on a rolling basis pending approval and book supply.



Want to donate?

The Children's Museum Book Bank relies on community donations to fulfill any orders that are requested. The Book Bank graciously accepts monetary gifts and like-new books. Please scan the QR code to get started!

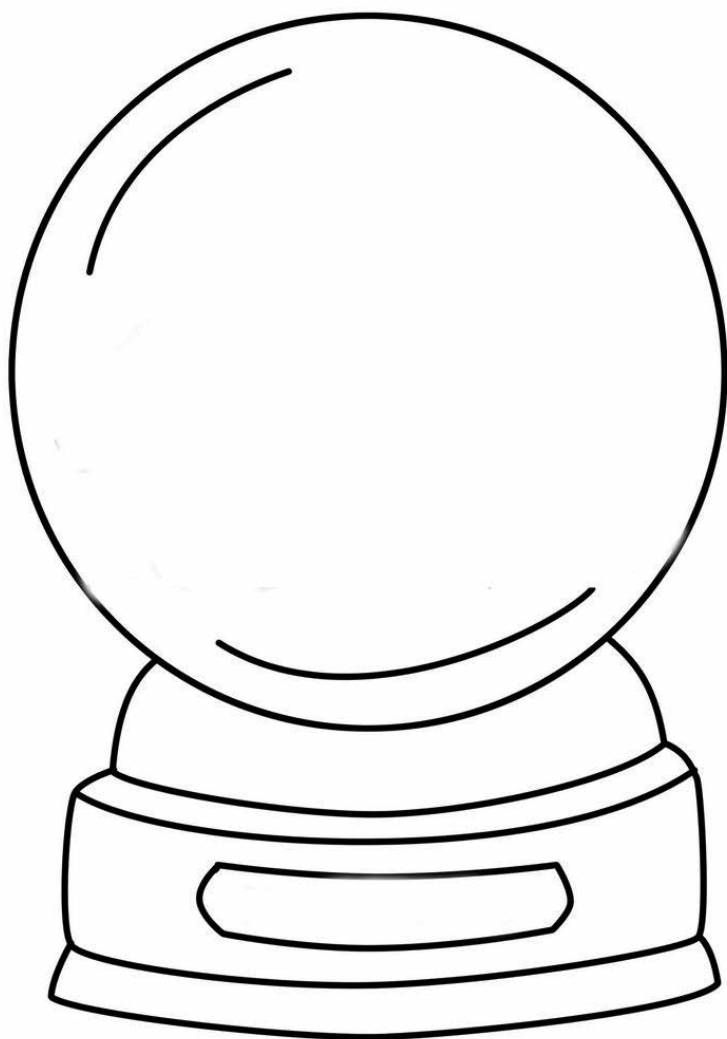


The Children's Museum of Richmond Book Buggy and Museum Mobile is presented by:

M&T Bank
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What's in the snow globe?

Create your own design!





FLASHBACK TO *Miller & Rhoads*

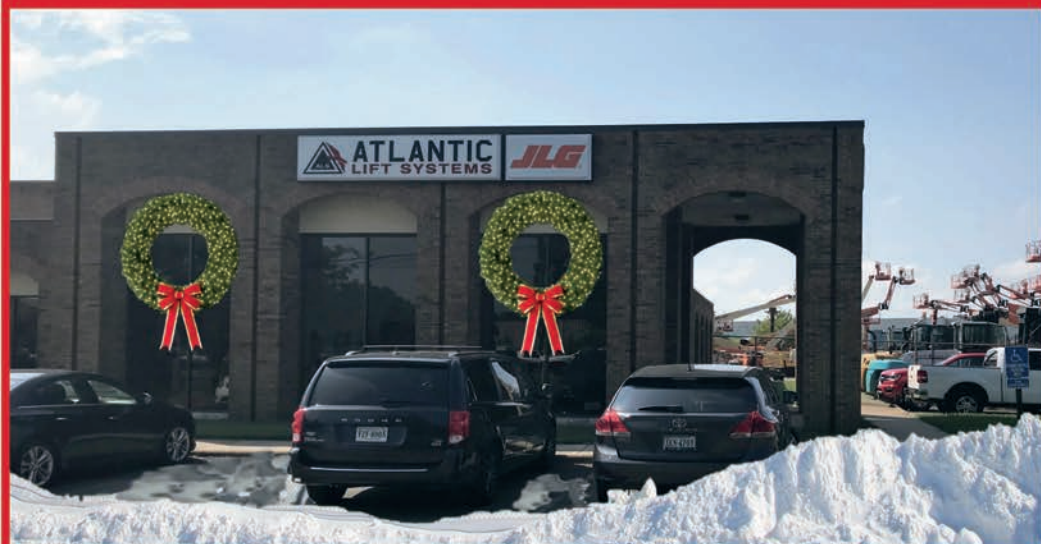
Miller & Rhoads Santa and Snow Queen Lunch on Stage. Photo courtesy of The Valentine.

"Visiting the real Santa at Miller & Rhoads was a magical childhood experience like no other. There on the grand throne was the genial Santa, with red cheeks and a flowing white beard, accompanied by the beautiful Snow Queen. Children could have tea with Santa—complete with reindeer cake—and even shop at their own pint-sized Fawn Shop."

-Unknown

Photo courtesy of The Valentine.
Rich Crawford, photographer. Dec. 1974





*Happy
Holidays*
from
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Ho Ho
Ho-liday Barn!



'Tis the season to pamper your beloved fur babies at Holiday Barn, where pet grooming meets the magic of Christmas! Our award-winning pet resorts in **Glen Allen** and **Midlothian** are adorned with festive cheer, offering a winter wonderland of care and cuddles for your four-legged family members. Let our talented groomers transform your pets into the stars of your holiday photos, while our dedicated Pack provides day care and training to keep tails wagging.

- Boarding
- Day Care
- Grooming
- Training



Scan to
view more!





FILL YOUR BOOKSHELF WITH

Stories from the Chair

The Stories from the Chair book is available for \$25.00 each in the Children's Museum shop and in Santaland. All proceeds benefit the Children's Museum.

TRIM YOUR TREE WITH *Legendary Santa!*



Ornaments are available for \$24.99 in the Children's Museum Shop. All proceeds benefit the Children's Museum of Richmond.

Word Search

M	J	Y	U	A	M	A	A	T	J
U	C	H	R	I	S	T	M	A	S
S	K	Y	O	F	N	M	Q	C	S
E	F	B	B	A	K	B	K	F	T
U	U	K	S	K	L	X	S	A	N
M	L	I	J	O	Z	R	E	M	E
R	E	E	D	N	I	E	R	I	S
L	U	R	L	X	F	A	L	L	E
L	E	G	E	N	D	A	R	Y	R
B	P	S	Y	O	T	T	C	X	P

CHRISTMAS
LEGENDARY
MUSEUM
PRESENTS

REINDEER
FAMILY
SANTA
TOYS

When Miller & Rhoads closed in 1990, Legendary Santa moved to the nearby Thalhimers department store, and then to the Richmond Convention Center. Then, on the day after Thanksgiving 2005, Legendary Santa moved one last time to his new, permanent seasonal home at the Children's Museum of Richmond. All the trappings of the original Santaland are in place here at the Children's Museum: the ornate velvet chair, the chimney and fireplace, the souvenir photos and the festive holiday music.

Legendary Santa's followers come from across town, as well as from across the country. They all make their pilgrimage, from near and far, because of one pure and enduring belief: that this is the real Santa.

With your visit today, you become part of the rich tapestry of magic and tradition Legendary Santa has brought to generations of families.

FLASHBACK TO

Miller & Rhoads



Photo courtesy of The Valentine. Virginia Chamber of Commerce: Phil Flournoy, photographer.

Supper with Santa



Supper with Legendary Santa was introduced in 2014 with support from the Richmond Christmas Mother Fund. Each holiday season the museum hosts 100 families from partner organizations that provide services for underserved families. This evening is complete with free pictures with Legendary Santa, access to the museum's exhibits, free age-appropriate books for all children, Fawn Shop bucks to purchase holiday gifts for loved ones, and a hot, healthy holiday meal.

The 2024 Supper with Santa is made possible by generous support from:

M&T Bank
Understanding what's important®



HOLIDAY STORAGE

How it works

- 1 We deliver your smartbox(s)**
- 2 You fill them with your holiday decorations**
- 3 We pick up and store your decorations until next holiday season!**

We are the proud storage provider for "Legendary Santa's" holiday decorations



SCAN TO LEARN MORE
OR CALL: 800.725.6580



PLAY ALL YEAR!

MEMBERSHIPS AT CMOR

FAMILY MEMBERSHIP \$149

- Unlimited Admission for 2 named adults and up to 6 children in the same household
- 10% off Birthday Parties and Baby Showers
- 10% off Gift Shop Purchases
- ACM Reciprocal Membership: Enjoy 50% off tickets at over 200 museums in the ACM Network.
- Special Members Only Preview for New Exhibits
- Early Registration for Events & Programs like Legendary Santa!

Upgrade to Family Plus for \$30 dollars and add an ADDITIONAL named adult - Saves over \$78 dollars a year!

PATRON MEMBERSHIP \$399

- Unlimited admission for 2 named adults up to 6 children in the same household PLUS 2 additional named adults
- FREE and UNLIMITED rides on the Carousel at the Downtown Location
- 20% off Gift Shop purchases
- 20% off Birthday Parties and Baby Showers
- And all other perks of a Family Membership!

Scholarship Memberships

CMoR is proud to offer free family memberships to families with a household income of less than \$42,000 per year.

Learn more and apply at
www.cmorva.org.



12 YEARS OF *Sensitive* Santa

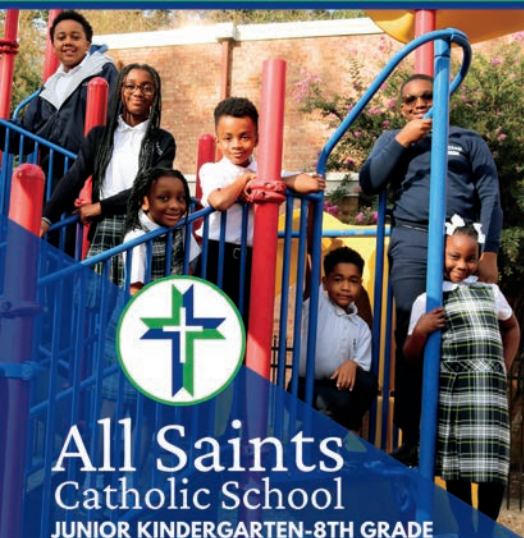


The tradition of visiting Santa during the Christmas season is not always easy for children with disabilities or sensory sensitivities. In an effort to make Santa more accessible to everyone, the Children's Museum of Richmond, hosts annual Sensitive Legendary Santa nights for children with disabilities.

We are very excited to be celebrating our 12th year of Sensitive Santa!

Virginia Commonwealth University's Occupational Therapy program has been partnering with CMoR on this event since it began. During the Sensitive Santa evenings, VCU OT students volunteer their time to ensure that families have the support they need as their children play in the museum or if a child needs additional aids before visiting with Santa himself. Students also lead floor activities to meaningfully engage families while playing within the exhibit spaces.

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CAMP DATES

June 2nd - July 11th

CAMP TIMES

Drop Off 7:45am-9am
Half Day Pick Up 12pm-1pm
Regular Pick Up 4pm
Extended Day Pick Up 6pm

COST OF ATTENDING

\$75 registration fee
\$450 weekly rate
5% Sibling Discount

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We recognize that each child comes to us with unique needs. Dr. North and her team have the experience needed to assess your child's individual needs, and the skill required to provide quality, gentle care. We also offer sedation options to allow for comfortable, anxiety-free dental procedures. Our goal is for your child to have a positive experience each and every visit!

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Happy Holidays

Keep Smiling Into the New Year

Virginia Family Dentistry is here to keep you and your entire family's smiles healthy and bright into the new year. We have 17 locations across Greater Richmond to serve you conveniently and efficiently with all your dental needs.

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Virginia Family Dentistry
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The History of the Holiday Village

Explore six holidays celebrated by our neighbors, each within their own Richmond Fan District-styled row house: Christmas, Diwali, Eid, Hanukkah, Kwanzaa and Lunar New Year!

Try out our fun I-Spy game during your visit! Read our rhyming clues or make up your own version. Don't forget to take a pic and tag us!

Facebook: @CMoRichmond
Instagram: @ChildrensMuseumofRichmond



**Thank you to our
2025 Holiday
Village Sponsor**

Genworth 



Snow Ambassador Scholarship

The Children's Museum of Richmond offers a college scholarship each year for the high school junior who most exemplifies the character of Legendary Santa's Snow Ambassador.

The 2025 Snow Ambassador will be announced
in January!



Last year's Snow Ambassador, Nikhita!

**Get your holiday shopping
done today in the Children's
Museum Gift Shop!**



All proceeds directly benefit the museum.

Spot the Differences

Can you find all five differences?



SAVE THE DATES



PRETEND AGAIN:

A GROWN-UP
NIGHT AT THE
MUSEUM

March 21, 2025
CMoR Downtown



*Reserve
Tickets!*

I SEE ME PLAY IN RVA!

FREE kid-centric
field day

April 27, 2025
Midtown Green



Dear Friends,

As we approach the close of another fantastic year at the Children's Museum of Richmond, I am filled with joy reflecting on the many projects, adventures, and memories we've created together. Between the Downtown and Chesterfield locations, our team welcomed over 307,000 visitors, instructed 870 field trips, and facilitated countless moments of wonder. I view each of these touchpoints as an opportunity to spark curiosity, foster imagination, and empower our youngest learners and their caregivers. Thank you for supporting such a meaningful year!

You may have heard us mention once or twice that “learning through play” is a powerful tool, but this simple phrase really does capture a deeply intentional approach that drives everything we do. Research shows children learn best by moving, experimenting, and discovering, which is why every exhibit, program, and event we produce is infused with opportunities to practice problem-solving, reasoning, and patience, in addition to promoting early literacy and math skills. I am excited to share with you some of the ways we deepened this commitment to providing enriching educational resources to our community in 2024!

A highlight of our year was the refresh of the diner exhibits, reimagined as Seymour's Café with vibrant new imagery and enhanced educational offerings. New tabletop placemats now encourage kids to practice counting, grouping, and comparing, while wall graphics invite conversations about fractions, colors, and patterns – adding layers of learning to every playful moment.

Over the summer, we were thrilled to feature Bug Squad, a visiting exhibit that highlighted the amazing “superpowers” of insects. The immersive experience captured kids' imaginations while presenting STEM concepts in an approachable way for our audience. The lobby was truly buzzing with excitement!

At our Chesterfield location, we completed exciting upgrades to the Harvest Exhibit, including a matching game that encourages exploration of pollinators. Our tiniest visitors can now explore a newly expanded toddler zone, which allows them more room to develop sensory and motor skills at their own pace. We also added a Quiet Room to provide a calming, sensory-friendly space where children and caregivers can retreat when needed.

Our Culture Fest Friday programming was another standout addition this year, drawing families to the museum each month to explore the dance, music, cuisine, and traditions of cultures around the world. These “mini-festivals” brought the community together and broadened children’s understanding and appreciation of diversity in a way that was both fun and impactful.

This past year was certainly a remarkable one at CMoR, and it’s been a pleasure sharing these highlights of our progress with you. Watching children engage with new hands-on activities and explore fresh concepts has been immensely rewarding.

Since 1981, it’s been our privilege to serve the greater Richmond region, and as a nonprofit, we’re enormously grateful to our supporters who make it possible for us to provide these safe, child-centered spaces where children and caregivers can play together, build essential skills, and grow better equipped to thrive in the classroom.

This December, we ask you to please consider a donation to the Children’s Museum of Richmond. Your support will allow us to continue providing enriching programming and greater access to learning through play for all members of our community.

Thank you for your ongoing belief in our mission and the power of play. From the entire team at the Children’s Museum of Richmond, we wish you a joyful holiday season and hope to see you soon!

Warm Regards,

Danielle Ripperton

Danielle Ripperton
Executive Director

P.S. Scan the QR code to make a donation today to help ensure every child has the opportunity to learn through play!



OUR VISION FOR CMoR

Strategic Plan Overview

Play Outside the Walls

CMoR is bigger than a building and our reach will extend into all of Richmond's communities



Play with Style

Every CMoR experience will include a unique "wow" factor



Play with Meaning

Be explicit about the connection between play and learning



Play for Everyone

Ensure everyone has access to "learn through play"



Play with More Friends

Invite a broad community of supporters to sustain and grow our mission



Learn more at www.CMoRVA.org

Take an "Elfie"

Draw yourself as one of Santa's elves!





Helping create healthier, better neighborhoods

As a family-owned company, we're committed to helping our customers and employees live healthier, better lives through food. That commitment includes sharing food and enriching our neighborhoods in every way we can. We believe communities thrive when we all work together.

Wegmans