LEGENDARY Santa

SINCE 1936



1936 90 YEARS 2026

Children's Museum OF RICHMOND

Presented by Wegmans

Happy Holidays!

FROM YOUR FRIENDS AT GENWORTH



Genworth

Welcome to the Children's Museum

The Children's Museum of Richmond became the home of Legendary Santa in 2005–a natural fit for a museum serving families with children ages 0–8. More than just a fun place to play, the Children's Museum offers engaging, hands-on experiences that encourage the entire family to grow and learn together. We are so grateful for visitors like you during this most magical time of year. Thank you for your support!

During your visit to see Legendary Santa, consider exploring the Holiday Village, Fawn Shop for kids, 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 splish-splash and spinning elements of our water play area, to indoor smell scavenger hunt, and Art Studio, there are endless opportunities to play, create and learn! Museum Admission is $12 per person. Don't forget to purchase tickets for the Carousel for $3! Family Memberships are $159 and make wonderful holiday gifts that last the entire year!

HOLIDAY VILLAGE

The Holiday Village explores six traditions celebrated by our neighbors: Diwali, Eid, Hanukkah, Kwanzaa, Las Posadas, 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

Package A.....$19.99
Two (2) 3.5" x 5" photos

Package B.....$19.99
One (1) 5" x 7" photo

Package C.....$29.99
Four (4) 3.5" x 5" photos

Package D.....$29.99
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. Each Fawn Buck can be exchanged for one item in the shop.
2. Fill out a Gift List. This will help Santa's Helpers assist your child.
3. No adults allowed in the Fawn Shop! One of Santa's Helpers will assist your child with making purchases using Fawn Bucks and placing their gifts in gift bags.

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 2026 fiscal year, over 17,200 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:

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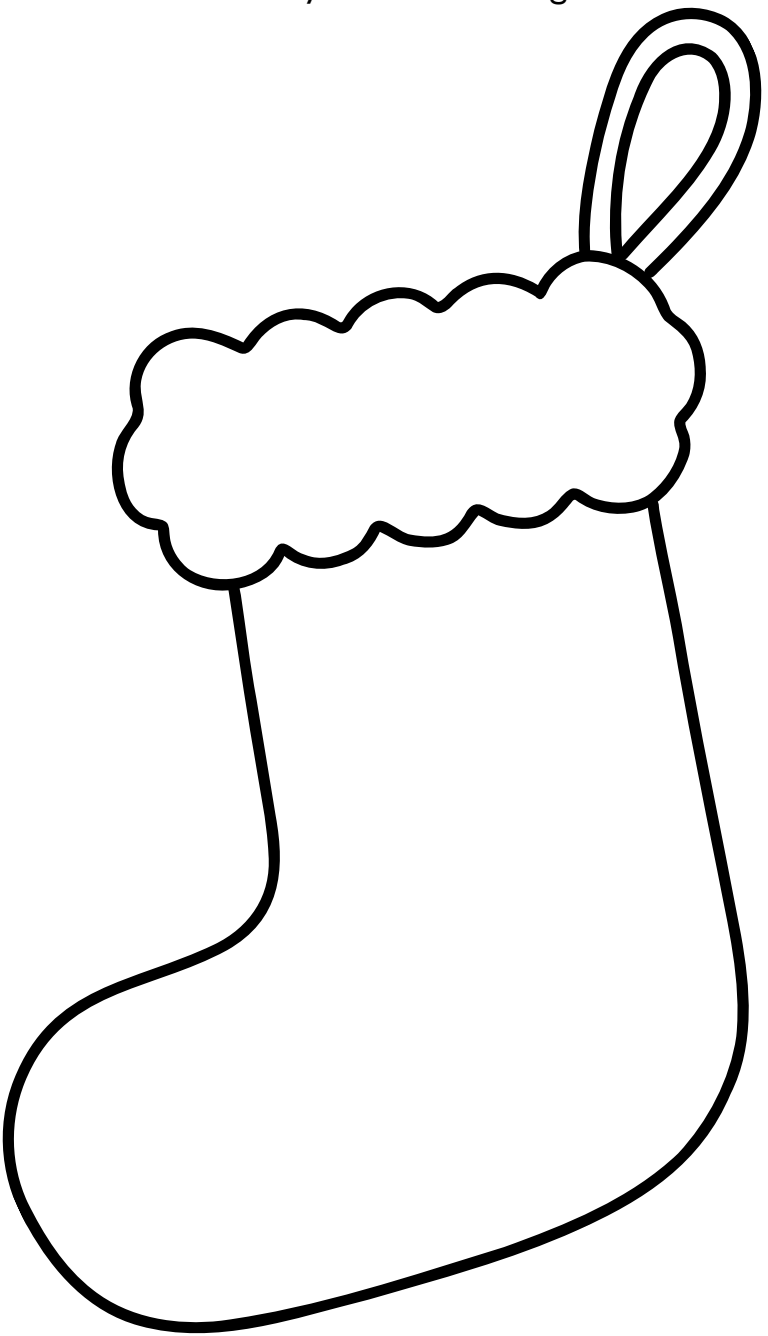
Decorate Your Stocking

Create your own design!





Learning and growing are important.

At M&T Bank, we know how important it is to support education and lifelong learning. That's why we offer our time, energy and resources, and encourage others to do the same. Learn more at **mtb.com**.

M&T Bank is proud to support the Children's Museum of Richmond.

M&T Bank

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Support provided by The M&T Charitable Foundation and its corporate sponsor, M&T Bank.



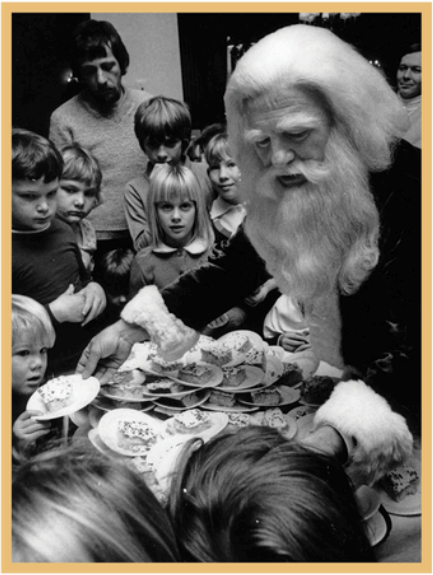
FLASHBACK TO Miller & Rhoads

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



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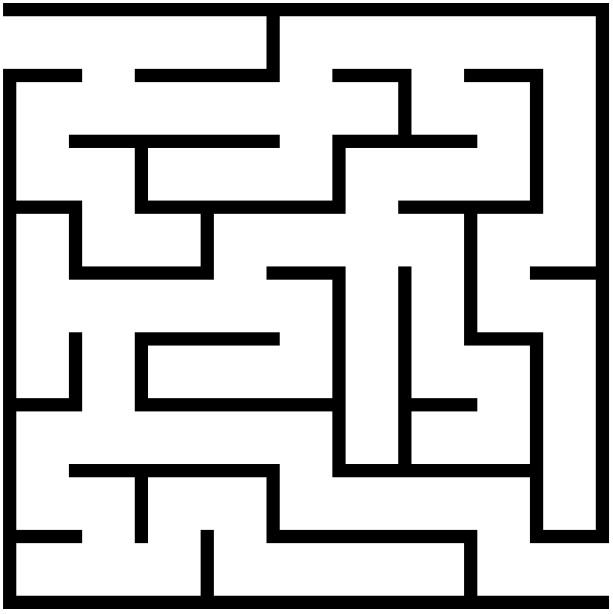
Maze Activity

Help Santa get to your house!







SEASON'S TREATINGS!

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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 $27.99 in the Children's Museum Shop.
All proceeds benefit the Children's Museum of Richmond.

Word Search



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

CHRISTMAS
FAMILY
LEGENDARY
MUSEUM
PRESENTS
REINDEER
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 non-profit organizations that provide needed services for 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 2026 Supper with Santa is made possible by generous support from:

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in Richmond



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PLAY ALL YEAR!
MEMBERSHIPS AT CMOR

FAMILY MEMBERSHIP $159

- Unlimited Admission for 2 Legal Guardians 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
- PassPlay Rewards Program Access
- Early Registration for Events & Programs like Legendary Santa!

Upgrade to Family Plus for $30 dollars and add an ADDITIONAL Legal Guardian - Saves over $78 dollars a year!

PATRON MEMBERSHIP $399

- Unlimited admission for 2 Legal Guardian 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 $44,360 per year.

Learn more and apply at www.cmorva.org.



14 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 14th 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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Today's Tradition. Tomorrow's Memories.

For 90 years, Legendary Santa has been part of Richmond family traditions.

Let Covington Travel help create your family's next unforgettable adventure.

FREE FAMILY VACATION GUIDE

Scan for family vacation ideas and expert travel tips.

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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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The History of the
Holiday Village

Explore six holidays celebrated by our neighbors, each within their own Richmond Fan District-styled row house: Diwali, Eid, Hanukkah, Kwanzaa, Las Posadas, 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





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 2027 Snow Ambassador will be announced in January!

JOIN OUR VOLUNTEER TEAM!

At the Children's Museum of Richmond, our volunteers play an important role in helping us bring our mission to life. By sharing their time, talents, and experience, volunteers help create opportunities where children and families can learn through play, make connections, and create lasting memories.



LEARN MORE AND APPLY TO JOIN TODAY!

2025 | 2028 alive ACCREDITED SERVICE ENTERPRISE

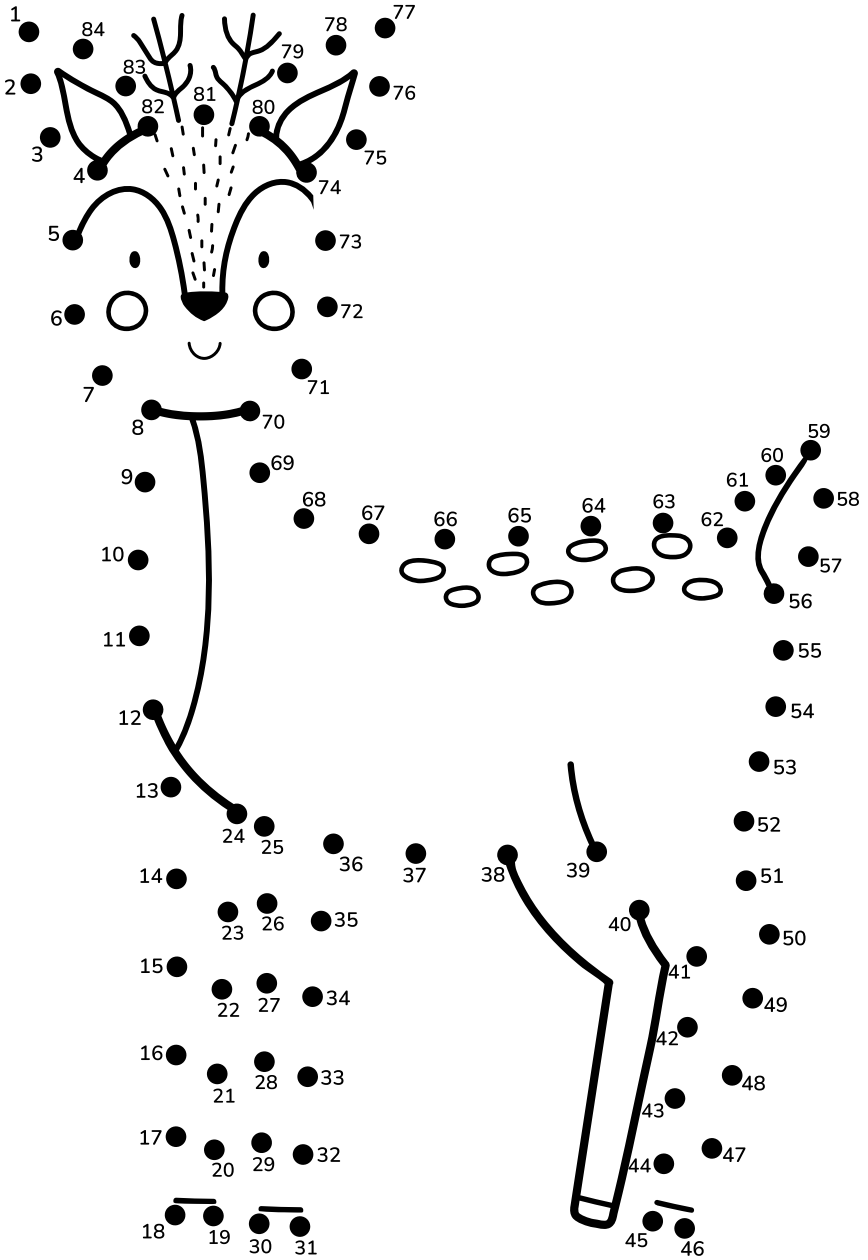
Get your holiday shopping done today in the Children's Museum Gift Shop!



All proceeds directly benefit the museum.

Connect the Dots

Follow the dots in order to finish the picture!



SAVE THE DATE







PRETEND AGAIN:

A GROWN-UP NIGHT AT THE MUSEUM

A Fundraising Gala

March 19, 2027

CMoR Downtown

20% Off Black Friday Through Cyber Monday!

Reserve Tickets!

Children's Museum OF RICHMOND

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



Dear Friends,

This year, the Children's Museum of Richmond experienced one of the most transformative chapters in our history.

At our Downtown location, years of planning became visible as construction began on the first comprehensive renovation of our exhibits in more than 25 years.

But even in a year of tremendous change, our purpose remained constant.

Despite a significant portion of our Downtown Museum being under renovation and a reduced attendance threshold for the year, CMoR remained open every operating day, welcoming more than 249,000 children and caregivers to learn through play at both museum locations and throughout the community. Thousands of students experienced hands-on field trips. Families gained greater access to the Museum through scholarship memberships and Museums for All. Books found their way into homes and classrooms. Caregivers practiced simple ways to build school readiness skills into everyday life. And our staff, volunteers, partners, donors, and members helped make it all possible.

249,164

total attendance

FY26 showed us that growth is about more than changing our physical spaces. It is about strengthening how we serve families, removing barriers to participation, and creating meaningful opportunities for children to play, connect, and learn.

As we continue to Dream Big, we're carrying this momentum into an exciting new chapter for CMoR.

Thank you for being part of what comes next.

With gratitude,

Danielle Ripperton

Danielle Ripperton
Executive Director

Christmas I-Spy



How many of each did you find?

 ____

 ____

 ____

 ____

 ____

 ____

 ____

 ____

 ____

 ____

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We are devoted to being a good neighbor in every community we serve. That's why we're working with customers like you to help our communities thrive. Your support allows us to give more and do more to improve lives and make our neighborhoods stronger. Thank you for helping us make a difference.

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