

# A FESTIVE CELEBRATION FOR GENERATIONS:

## Eaton's Santa's Village presented by the Manitoba Children's Museum

The Manitoba Children's Museum has a nostalgic treat for visitors young and old this holiday season with the annual opening of Eaton's Santa's Village. This cherished display was once an annual feature at the Eaton's store in downtown Winnipeg.

This year, the vignette display will be featured at the Manitoba Hydro Portage Avenue location – a key attraction at the Santa Claus Parade and the Festival of Trees & Lights – as the Manitoba Children's Museum is closed to the public for major renovations as part of the museum's *Under Construction Capital Campaign* renewal project.

"We are very pleased to partner with Manitoba Hydro and both the Santa Claus Parade and Festival of Trees & Lights this year to provide the public with an exclusive sneak peek of a number of the village's newly restored fairytale vignettes," says Sara Hancheruk, Director of Education and Exhibits. "This partnership allows us to provide our community with access to this seasonal favourite while the Children's Museum is undergoing major renovations - which for many of the museum's visitors, is a well-loved, family holiday tradition."

Eaton's Santa's Village features fifteen fairytale vignettes depicting various nursery rhyme classics. During the holiday season, the vignettes are festively decorated and come to life as each of the characters' motors is switched on.

Hancheruk expects visitors will be pleasantly surprised to see the handcrafted restoration work done to the former medieval village setting. "The restoration work has made the vignettes transportable, and places the characters in fantastical vignette cases best suited to their individual stories - for example, the Cinderella characters are now housed within a fairytale castle casing."

If you would like more information about this exhibition, please contact:

Lisa Dziedzic  
Director of Marketing & Communications  
Manitoba Children's Museum  
Direct Line: (204) 924-4011  
[ldziedzic@childrensmuseum.com](mailto:ldziedzic@childrensmuseum.com)



45 Forks Market Road | Winnipeg, MB R3C 4T6 | [www.childrensmuseum.com](http://www.childrensmuseum.com)



## THE VIGNETTES

- Sleeping Beauty
- Rumpelstiltskin
- Cinderella
- Rub –A – Dub – Dub
- Old Mother Hubbard
- Three Blind Mice
- Humpty Dumpty
- The Emperor and the Nightingale
- Little Red Riding Hood
- The Owl and The Pussycat
- The Little Match Girl
- Snow White and the Seven Dwarfs
- Goldilocks and the Three Bears
- The Elves and the Shoemaker
- Hansel and Gretel

## EXHIBITION INFORMATION

This year, Eaton's Santa's Village will be on display at the following events:

### **Santa Claus Parade**

Location: Foyer of Manitoba Hydro's Downtown Building  
Date(s): Saturday, November 13, 2010  
Time: Parade begins at 5:00PM  
Cost: Access to the Eaton's Santa's Village exhibition is free  
Website: [www.winnipegsantaparade.com](http://www.winnipegsantaparade.com)

### **Festival of Trees & Lights**

Location: Foyer of Manitoba Hydro's Downtown Building  
Date(s): Friday, November 26 - Sunday, December 12, 2010  
Time: 10:00AM until 6:00PM  
Cost: Access to the Eaton's Santa's Village exhibition is free  
Website: [www.friendsfestival.com](http://www.friendsfestival.com)



## ● ● ● ● ● EXHIBITION SUMMARIES

### Summary #1 (58 words):

For decades, Eaton's of downtown Winnipeg captivated onlookers with their annual Christmas displays. The Manitoba Children's Museum continues that tradition with the original Eaton's Santa's Village on display this year at Manitoba Hydro's downtown location while the museum is closed for major renovations. Take a stroll down memory lane and share this festive tradition with a new generation!

### Summary #2 (84 words):

Explore a Winnipeg holiday tradition!

The Manitoba Children's Museum is pleased to present the last original Eaton's Santa's Village display from the ninth floor annex of Eaton's Downtown Store - fully restored and open to the public for a limited time only.

Visitors of all ages will be enthralled with the spirit of the season invoked by fun, fairytale vignettes, including classics like Cinderella, Humpty Dumpty, Three Blind Mice and more. A visit to Eaton's Santa's Village is a holiday experience for all generations.

## ● ● ● ● ● INTERESTING FACTS

- Eaton's Santa's Village contains over 300 pieces.
- Eaton's Santa's Village, as seen in our travelling exhibition, has been a Winnipeg tradition for over 30 years, however, some of the storybook vignettes that make up the Village are much older than that!
- When Eaton's closed its doors, representatives met with various non-profit groups who were interested in the Village and ultimately made the decision to give it to the Manitoba Children's Museum.
- Eaton's Santa's Village officially opened at the Manitoba Children's Museum November 20, 1999.
- The cost of relocating the Village to the Children's Museum in 1999: \$70,000.



