

# ARSENAL YARDS

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**For Immediate Release**



## **Experience a Winter Wond-AY-Land at Arsenal Yards This Holiday Season**

*Arsenal Yards kicks off the holidays with festive spaces, giving trees, joyful events, and photo ops galore, now through January 1<sup>st</sup>*

**Watertown, Mass. – December 1, 2021** –Watertown’s [Arsenal Yards](#) invites guests, residents and visitors to experience a [Winter Wond-AY-Land](#) all month long, with festive decorations, special events and yuletide photo ops! Holiday merriment abounds at Arsenal Yards this holiday season, along with plentiful opportunities to give back to the local Watertown community.

Visitors can head to Bond Square, the newly unveiled community courtyard space at Arsenal Yards, to immerse themselves in a forest of dozens of evergreen “Giving Trees”. The trees make the perfect backdrop for family photos, and will be donated to families in the Watertown community later in December through the Watertown Boys and Girls Club and other local community organizations. Arsenal Yards is also collecting holiday tree decoration donations (string lights, tree stands, decorations) at all events throughout December to donate to the local families who will be receiving the trees.

Can't make it to an event? Visitors and residents are also encouraged to make a donation to the Watertown Food Pantry [online here](#) or scan the code on the signage at the Winter Wond-AY-Land. For the month of December, Arsenal Yards will match all donations up to \$750.

Additional festive happenings in Bond Square over the holidays include the debut of a new Little Free Library, *holiday edition*! All are encouraged to take a book or leave a book, and encourage the love of reading all holiday season long. Families can also find a mailbox to mail letters to Santa right from Bond Square as well. Photo ops are highly encouraged – from pinecone walls to wreaths, to light tunnels and trees – the Instagrammable moments are endless! Visitors can share their favorite photos and tag [@ArsenalYards](#) on Instagram to be entered to win a family-four pack of ski tickets from Mt. Sunapee (a \$300-value).

“One of our goals here at Arsenal Yards is to create a fun, welcoming and festive space where our community can come together to shop, dine and enjoy our outdoor spaces. We’re very excited to offer a full roster of Winter Wond-AY-Land events this holiday season,” said Jessica Reed, Marketing Director, Arsenal Yards. “We encourage locals, residents and visitors of Watertown to come on over, take some photos, bring a donation or two and enjoy the festive atmosphere throughout our neighborhood all through the month of December.”

A full calendar of events at Arsenal Yards is sure to delight visitors of all ages, including festive holiday activities and photo ops galore. Make sure to check the [Arsenal Yards Events Calendar](#) throughout the season, and see the current schedule of events below:

### **Family-Friendly Professional Holiday Photos**

Make it a December to remember and stop by Arsenal Yards for FREE [festive family holiday photos](#) on December 1<sup>st</sup> from 4-6pm. Get all spruced up and meet the photographer in Bond Square. RSVPs are required to receive photos. [RSVP HERE](#)

### **Meet & Greet with Frozen**

On Wednesday, December 8<sup>th</sup> from 4-6pm, bring the family to meet [Elsa, Anna and of course, Olaf!](#) Children can also make themed crafts, enjoy a complimentary Hot Chocolate from Roche Bros., write a letter to Santa and more! This event is complimentary and photos are take-your-own. [RSVP HERE](#)

### **Santa Paws**

Happy Howl-idays! Bring the [pup for a special visit with Santa at Arsenal Yards](#) on Thursday, December 9<sup>th</sup> from 4-7pm, and receive a professional photo with Santa! Arsenal Yards will also be collecting donations for local animals in need during this event, which will be donated to [Ruff Tales Rescue](#). Limited reservations are available for a small donation of \$5 per reservation. Each reservation is for a maximum of one family and two dogs, with all proceeds benefiting Ruff Tales Rescue. Guests can also take home a personalized paw ornament, enjoy a complimentary Hot Chocolate from Roche Bros., write a letter to Santa and more! [REGISTER HERE](#)

### **Holiday Tastings with Roche Bros. and Gordon’s Fine Wines**

Save-the-date for a [holiday tasting event with Roche Bros. & Gordon’s Fine Wines](#) on Saturday, December 11 from 1-4pm. Try samples from the Roche Bros. holiday catering menu and delicious wines and spirits from Gordon's to create the perfect pairing for a delicious and memorable holiday meal. Please note, this event will take place inside each respective store: the food tasting will take place inside

Roche Bros. Alcohol sampling will take place inside Gordon's Wine (21+ only, valid ID required).

### **Meet & Greet with The Grinch**

You're a mean one, Mr. Grinch. [Meet the one and only Grinch](#) along with Cindy Lou Who on Wednesday, December 15<sup>th</sup> from 4-6pm. Children can also make themed crafts, enjoy a complimentary Hot Chocolate from Roche Bros., write a letter to Santa and more! This event is complimentary and photos are take-your-own. [RSVP HERE](#)

### **Winter Wond-AY-Land Celebration!**

Celebrate the season with a [special story time with Santa & Mrs. Claus](#), plus crafts, games, treats & more, on Saturday, December 18<sup>th</sup> from 10:30am – 12:00pm. Guests can also sign up for a tree decorating contest for a \$15 donation, with all proceeds benefiting the Watertown Boys & Girls Club. Groups of up to six people (all ages invited!) will have 90 minutes to decorate their tree, with voting taking place from December 18-24. The winner will be announced on December 27<sup>th</sup>, and will receive \$300 to the Arsenal Yards business of their choice, followed by \$150 to second place, and \$50 for third place. [RSVP HERE](#)

For more information about Arsenal Yards, visit [www.arsenalyards.com](http://www.arsenalyards.com).

### **ABOUT ARSENAL YARDS**

Along the Charles River, Greater Boston's next great neighborhood is thriving in the East End of Watertown. Arsenal Yards boasts curated shops, eateries, fitness, and entertainment venues including Buttermilk & Bourbon, The Majestic 7, Shake Shack, City Works Eatery & Pour House, Gordon's Wine, Pure Barre, Roche Bros. Ulta and more. Spanning over one million square feet, Arsenal Yards offers 200,000 sq. ft. of state-of-the-art life science space, home to current biotech tenants SQZ Biotech, Kymera and Arkuda; 300 contemporary apartments at Blvd & Bond; and a 146-room Hampton Inn & Suites by Hilton. With a focus on building community, Arsenal Yards hosts seasonal event series for both residents and visitors, including outdoor musical performances and fitness classes, along with its new "Picnic in the Park" series in the summer months and a "Fireside" fire pit activation in winter. Arsenal Yards is a co-development of Boylston Properties and Wilder. For more information visit [www.arsenalyards.com/](http://www.arsenalyards.com/).