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## Centennial's Connecticut Post Mall unveils "Elf" holiday experience

November 29, 2019 - Front Section



Milford, CT Connecticut Post Mall, one of the only super regional shopping centers in New Haven County and one of the largest mall in the state, has released its holiday activities schedule as well as the introduction of a ground-breaking new Santa set inspired by the fan-favorite Warner Bros. Pictures and New Line Cinema's film Elf. The new set modernizes the traditional Santa visit, offering guests a branded family entertainment experience that will appeal to visitors of all ages - not just families with children. The new walk-through set is a first of its kind in North America – combines the best elements of today's highly popular "selfie museums" and augmented reality interactive experiences.

According to CT Post Mall's owner, Centennial, a real estate investment firm with a national portfolio of shopping, dining, entertainment and mixed-use destinations, the new set is one of four being introduced nationwide this year. Centennial also plans to tour these experiential holiday sets annually among several of its malls to provide visitors at each property with an exciting new

encounter year after year.

“We are thrilled to be the first shopping center to debut the ‘Elf’ experience,” said marketing director Kelly Frantz.

“It’s the most magical time of the year and we know that families and visitors of all ages will love this new twist on traditional visits with Santa Claus. With some of the most iconic scenes from the film “Elf”, guests will become so engaged in the experience that they will enjoy their journey to see Santa as much as the visit”.

The greatest Christmas film of the 21st Century, according to Fandango, is “Elf,” a movie which tells the story of one of Santa’s elves moving to New York City to meet his biological father. In keeping with the film’s storyline, the first of its kind in North America , the“Elf”-themed holiday experience offers several free selfie-worthy photo ops guests are sure to love, including taking pictures alongside a real-life NYC taxi. There are green screen paid photo ops that allow guests to take a picture of themselves in the Candy Cane Forest or chatting with Mr. Narwhal while standing atop an iceberg. The encounter, of course, concludes with a visit and professional photos with Santa.

“Working so closely with Warner Bros. Consumer Products has been an incredible experience,” says John Carter, CEO and Design Director at Parker 3D. “By taking the key scenes from such a treasured Warner Bros. holiday film and combining them with the artistic talents of our very creative design team, we’ve developed an incredible multi-sensory experience that will engage, entertain and amaze families waiting to visit with Santa Claus as well as teens and senior citizens looking for a new and interesting way to experience the holidays.”

Connecticut Post Mall is the only super regional shopping center in New Haven County and the largest mall in Connecticut. Anchored by Macy’s, Boscov’s, and Target, this indoor shopping center offers a collection of over 150 stores to choose from, including the most popular brands in fashion, beauty, dining and entertainment. The shopping center features a Cinemark 14+Imax Theater, plus an impressive retail mix that includes Dave & Busters, Dick’s Sporting Goods, Forever 21, H&M, LA Fitness, Ulta, and Victoria’s Secret to name a few. Connecticut Post Mall is located on Boston Post Rd., near the intersection of I-95 and Rte. 1.