

Celebrating 50 Seasons

ST. CHARLES
CHRISTMAS
TRADITIONS[®]
MISSOURI



November 29-December 24, 2024
Historic Main Street



Opening Day 12-8:30pm
Saturdays 12-8:30pm
Sundays 12-5pm
Fridays 6-8:30pm
December 24 11am-2pm

"A Christmas Carol Stroll"
Wednesdays 6-8:30pm

StCharlesChristmas.com



SWEETEN YOUR CHRISTMAS TRADITIONS OUTING
BY STEPPING BACK IN TIME AT OUR AUTHENTICALLY
RESTORED OLD-TIME SODA FOUNTAIN.

FROM EGG CREAMS TO ICE CREAM, OUR MENU ITEMS ARE
HOUSE MADE ON-SITE BY THE FRIENDLIEST JERKS IN TOWN.

DON'T MISS OUR LOCALLY WORLD-FAMOUS ITEMS, INCLUDING
TRADITIONAL GOOEY BUTTER CAKE, WARM BELGIAN WAFFLE
SUNDAES, FUDGY BROWNIES AND OUR AWARD WINNING
HOT CHOCOLATE WITH SCRATCH MADE 'MALLOW'S.

• 302 N MAIN ST ST. CHARLES, MO 63301 •



SAINT CHARLES
Christmas Traditions
50th
ANNIVERSARY

2024 will mark 50 seasons of Saint Charles Christmas Traditions! For half a century, this festival has made the holiday spirit of the past come to life for the young and young at heart. With a unique blend of storytelling, history, and fairy tale whimsy, guests are welcomed into a world of yuletide nostalgia and fantasy where reindeer fly, sugarplums dance in your head, and an array of international ambassadors invite you to explore unique holiday customs from around the world.



HISTORICALLY AWESOME
 SINCE 1769
Saint Charles
 Discover the Magic.
 MISSOURI



2024 Calendar

- = OPENING DAY
12PM-8:30pm
- = 12Pm-8:30pm
- = 12Pm-5pm
- = 6pm-8:30pm
- = 11Am-2pm
- = 6Pm-8:30pm
A Christmas Carol Stroll

November

S	M	T	W	T	F	S
24	25	26	27	28	29	30

December

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

**Activities, dates, locations,
 and times subject to change.**



The Cobblestone Wassailiers

Greater Saint Charles Convention & Visitors Bureau
 230 S. Main Street • Saint Charles, Missouri 63301
 636.946.7776 • DiscoverStCharles.com

#DiscoverSTC



CELEBRATING 50 SEASONS

Directions & Parking

Historic Downtown Saint Charles

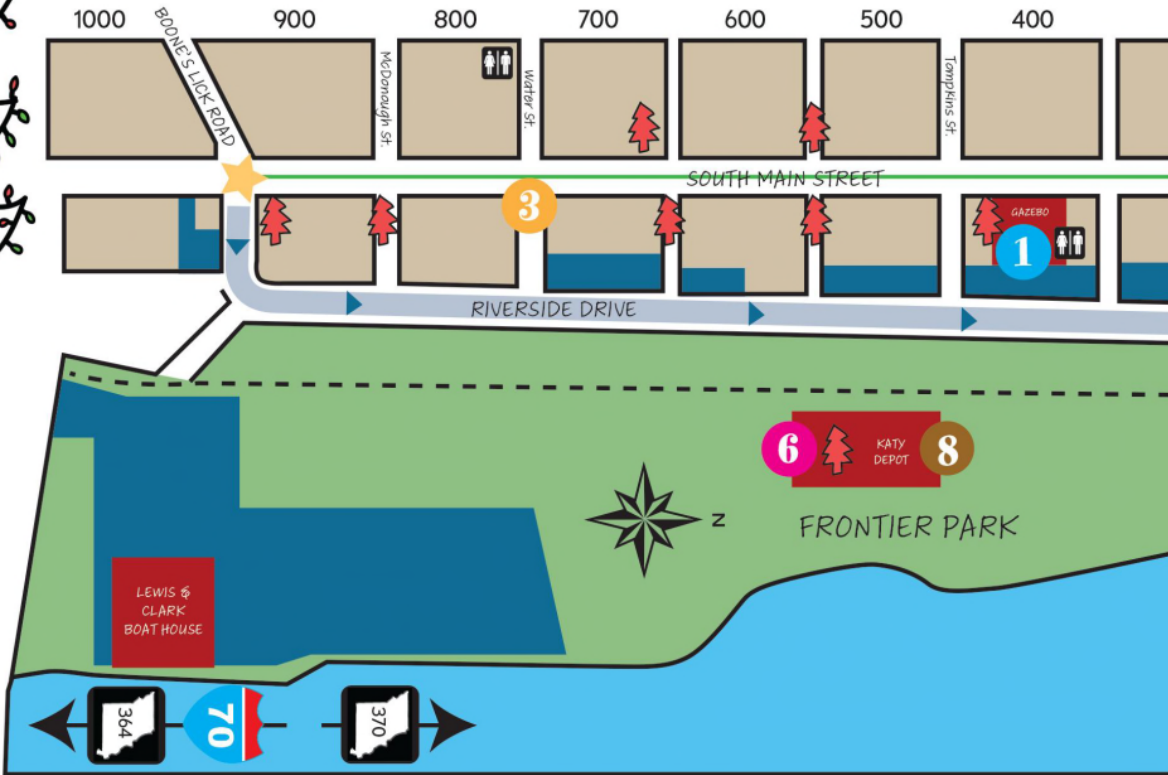


Never Been to
Saint Charles Missouri?

We are conveniently located off I-70 at the Fifth Street Exit (North).

- For driving directions, go to discoverstcharles.com and find St. Charles maps under the Plan tab.

There is ample FREE parking in parking lots behind the businesses and along Riverside Drive. More FREE parking is available in the Saint Charles City Hall garage, 200 North Second Street, free of charge during evenings and weekends. More FREE parking is also available at the Lewis and Clark Boat House and Museum, 1050 South Riverside Drive.



STCHARLESCHRISTMAS.COM



Legend



- 1** KISTER PARK GAZEBO
 - Holiday History Trail
 - Santa Send-Off (Dec. 24)

- 2** MAIN STREET CHURCH
 - Gingerbread Village

- 3** DANIEL BOONE STATUE
 - Chestnut Roasting

- 4** BERTHOLD SQUARE
 - City Christmas Tree
 - Time Capsule Burial (December 24)
 - Covent Garden – A Victorian Marketplace
 - 8 Maids Wassail Tavern

- 5** VISITORS CENTER
 - Information
 - Festival Merchandise
 - History of Christmas Traditions® Exhibit
 - Time Capsule Activity (Saturdays & Sundays Only)

- 6** KATY DEPOT DECK
 - Opening Day Ceremony

- 7** FOUNDRY ART CENTRE
 - 50th Art Exhibition
 - Holiday Around the World Dessert Tasting
 - Merry Makers Market (December 6 & 7)
 - Naughty Vs. Nice Night
 - Live From Freezer's Palace

- 8** KATY DEPOT
 - Santa's Cottage/Photos with Santa
 - "Oh Christmas Tree" Exhibit
 - Krampus Karnival: The Bizarro, Odd, and Curious Traditions of Christmas (Fridays)

- 9** OPO
 - Caroling Concert
 - Battle for the Land of the Sweets
 - End of Day Carol Sing-Along

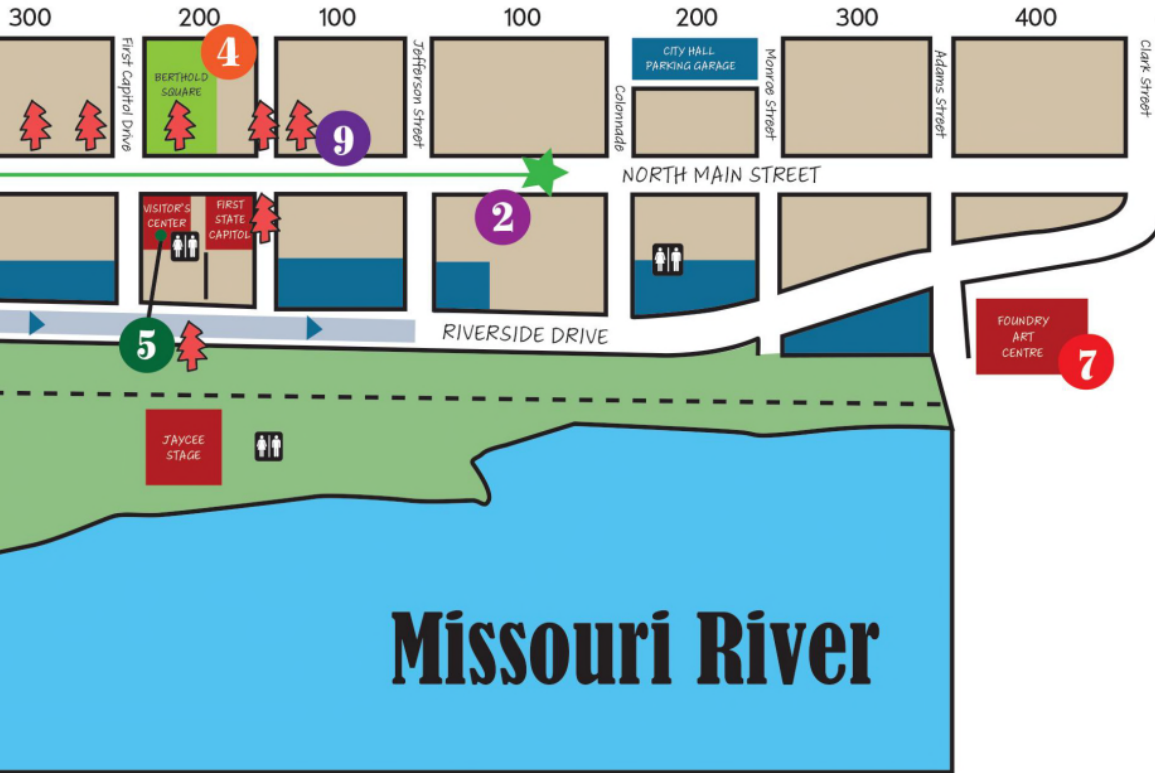
CHRISTMAS TRADITIONS® LEGENDS

Public Parking

Riverside Drive is Northbound only from Boone's Lick to Jefferson

★ Santa Parade Begins Here

★ Santa Parade Ends Here



Missouri River

CELEBRATING 50 SEASONS

OPENING DAY: Friday, November 29, 2024

12PM | OPENING DAY CEREMONY & PROCESSION

KATY Depot – Frontier Park

Welcome the 50th season of Saint Charles Christmas Traditions® as your favorite characters and carolers process from the North Main Street Colonnade to the KATY Depot in Frontier Park, where they will join the Mayor for the ceremonial ribbon cutting, officially kicking off the holiday season.

ROUTE: 100 block of North Main to the 500 block of South Main.

The procession will then turn to make its way to the KATY Depot in Frontier Park

12PM-8PM | MEET THE LEGENDS OF CHRISTMAS

Throughout Historic District

Celebrate the holidays with some of the most iconic yuletide figures of history, literature, and folklore who can be found spreading cheer throughout historic Main Street.

12:45PM-7PM | PHOTOS WITH VICTORIAN SANTA

KATY Depot – Frontier Park

Enjoy a private audience with Victorian Santa Claus in his parlor where you can share a Christmas wish list, take a photo, and make a special holiday memory. Along the way, become an honorary elf and explore “North Pole Distribution Outpost #636” including the Reindeer Hall of Fame, Elf Workshop, and Santa’s mailroom.



NOTE: Santa will take a milk & cookie break during the following times on Opening Day
3PM-3:20PM & 5:30PM-5:50PM

High quality professional photos with Victorian Santa Claus are available for purchase.

Photo Packages

Package A - \$25 (2-5x7 prints)

Package B - \$30 (1-5x7 4-wallet sized prints, 1 snowflake photo ornament)

Package C - \$50 (All digital images)

Package D- \$25 (1-8x10 print)

Add on a snowflake photo ornament for \$5

12:45PM-7:45PM | CHESTNUT ROASTING

Daniel Boone Statue – 700 block of South Main

Victorian roasters demonstrate the fine art of preparing this iconic holiday snack over an open fire. Try one for yourself as a treat (or old-fashioned hand warmer).

12:45PM-7:45PM | COVENT GARDEN – A VICTORIAN MARKET PLACE

Berthold Square – 200 block of South Main

Piccadilly Peddlers

Let our 19th century street vendors help you find the perfect souvenir to commemorate your visit to Saint Charles Christmas Traditions®. From apparel to décor, you’ll find the perfect memento for everyone on your list.

8 Maids Wassail Tavern

Join our merry milkmaids (of “12 Days of Christmas” fame), as they offer a traditional spiced apple cider known as wassail, that has been a part of holiday celebrations for centuries.



STCHARLESCHRISTMAS.COM

HISTORICAL EXHIBITS

Where Christmas Past Comes To Life: A Celebration of Christmas Traditions®

Tourism Center – 230 South Main

Celebrate a half-century of Christmas Traditions® history with an exhibit featuring costumes and artifacts from festival history. Watch a behind-the-scenes documentary of how the magic is created, and see a display of every character trading card ever produced.

Holiday Food Hall of Fame

OPO Plaza – 100 block of South Main

Eggnog, candy canes, and fruitcake...oh my! Learn the fascinating history and surprising facts of your favorite yuletide refreshments.

Oh Christmas Tree: The Evolution of an Icon

KATY Depot – Frontier Park

Wander on a meandering path through history as a forest of evergreens illustrate how trends and fashions for Christmas trees have changed over time. **NOTE:** *This exhibit is part of the queue line for the Victorian Santa meet & greet experience.*

Holiday History Trail

Kister Park Gazebo – 400 block of South Main

Learn the origins of some of your favorite Christmas traditions.

Christmas Traditions®: The Exhibit

Foundry Art Centre – 520 North Main Centre

Celebrate this golden anniversary season as the Foundry Art Centre presents art inspired by your favorite festival characters and memories.



1:30PM | BATTLE FOR THE LAND OF THE SWEETS

Old Post Office Plaza – 100 block of South Main

The Mouse King has escaped from the Land of the Sweets! Join the Sugarplum Fairy and Nutcracker Prince as they seek out new recruits to go through a whimsical boot camp to keep Saint Charles safe from a rodent invasion!

2:30PM | SOUNDS OF THE SEASON – CAROLING CONCERT

Old Post Office Grand Staircase – 119 South Main

Join the Saint Charles Christmas Traditions® carolers for a concert of cherished holiday melodies (and learn the little known history and backstories of your favorite Christmas classics).

5PM | TREE LIGHTING CEREMONY

Berthold Square – 200 block of South Main

Join the Cobblestone Wassaliers as our honorary family of the day helps to illuminate the official city Christmas tree (decorated in its golden anniversary finery!)

8PM | CANDLELIGHT PROCESSION & CAROL SING-ALONG

Old Post Office – 119 South Main

As each festival day comes to a close, join your favorite global gift givers, Legends of Christmas, and carolers as they process to the Old Post Office for a musical finale where you are encouraged to sing along! *Procession Route: 900 block of South Main to 100 block of South Main*



CELEBRATING 50 SEASONS

SATURDAYS (11/30, 12/7, 12/14, 12/21)

12PM | SANTA PARADE

All of your favorite Legends of Christmas bring pomp and pageantry as they march right down the middle of Main Street. You won't want to miss the grand finale as a cavalcade of global gift givers (each with the flag of their country) herald the arrival of Santa & Mrs. Claus via horse-drawn carriage.

*ROUTE: North Main Colonnade - 100 block of North Main to
900 block of South Main (near Schlafly's Bankside Brewpub)*

12PM-8PM | MEET THE LEGENDS OF CHRISTMAS

Throughout Historic District

Celebrate the holidays with some of the most iconic yuletide figures of history, literature, and folklore who can be found spreading cheer throughout historic Main Street.



12:45PM-7PM | PHOTOS WITH VICTORIAN SANTA

KATY Depot - Frontier Park

Enjoy a private audience with Victorian Santa Claus in his parlor where you can share a Christmas wish list, take a photo, and make a special holiday memory. Along the way, become an honorary elf and explore "North Pole Distribution Outpost #636" including the Reindeer Hall of Fame, Elf Workshop, and Santa's mailroom.



NOTE: Santa will take a milk & cookie break during the following times on Saturday
3PM-3:20PM & 5:30PM-5:50PM

High quality professional photos with Victorian Santa Claus are available for purchase.

Photo Packages

Package A - \$25 (2-5x7 prints)

Package B - \$30 (1-5x7 4-wallet sized prints, 1 snowflake photo ornament)

Package C - \$50 (All digital images)

Package D - \$25 (1-8x10 print)

Add on a snowflake photo ornament for \$5

12:45PM-5PM | TIME CAPSULE ACTIVITY

Tourism Center, Lower Level - 230 South Main

In celebration of Saint Charles Christmas Traditions® 50th anniversary, join Father Time in the Tourism Center for the chance to write a message that may be placed in a time capsule that will be opened for Christmas Traditions® 100th anniversary (in 2074!)

12:45PM-7:45PM | CHESTNUT ROASTING

Daniel Boone Statue - 700 block of South Main

Victorian roasters demonstrate the fine art of preparing this iconic holiday snack over an open fire. Try one for yourself as a treat (or old-fashioned hand warmer).

STCHARLESCHRISTMAS.COM

12:45PM–7:45PM | COVENT GARDEN – A VICTORIAN MARKET PLACE

Berthold Square – 200 block of South Main

Piccadilly Peddlers

Let our 19th century street vendors help you find the perfect souvenir to commemorate your visit to Saint Charles Christmas Traditions®. From apparel to décor, you'll find the perfect memento for everyone on your list.

8 Maids Wassail Tavern

Join our merry milkmaids (of “12 Days of Christmas” fame), as they offer a traditional spiced apple cider known as wassail, that has been a part of holiday celebrations for centuries.

HISTORICAL EXHIBITS

Where Christmas Past Comes To Life: A Celebration of Christmas Traditions®

Tourism Center – 230 South Main

Celebrate a half-century of Christmas Traditions® history with an exhibit featuring costumes and artifacts from festival history. Watch a behind-the-scenes documentary of how the magic is created, and see a display of every character trading card ever produced.

Holiday Food Hall of Fame

OPO Plaza – 100 block of South Main

Eggnog, candy canes, and fruitcake...oh my! Learn the fascinating history and surprising facts of your favorite yuletide refreshments.

Oh Christmas Tree: The Evolution of an Icon

KATY Depot – Frontier Park

Wander on a meandering path through history as a forest of evergreens illustrate how trends and fashions for Christmas trees have changed over time. **NOTE:** *This exhibit is part of the queue line for the Victorian Santa meet & greet experience.*

Holiday History Trail

Kister Park Gazebo – 400 block of South Main

Learn the origins of some of your favorite Christmas traditions.

Gingerbread Village

Main Street Church – 116 North Main Street

Vote for your favorite confectionary creation in this annual community competition

Christmas Traditions®: The Exhibit

Foundry Art Centre – 520 North Main Centre

Celebrate this golden anniversary season as the Foundry Art Centre presents art inspired by your favorite festival characters and memories.

1:30PM | BATTLE FOR THE LAND OF THE SWEETS

Old Post Office Plaza – 100 block of South Main

The Mouse King has escaped from the Land of the Sweets! Join the Sugarplum Fairy and Nutcracker Prince as they seek out new recruits to go through a whimsical boot camp to keep Saint Charles safe from a rodent invasion!

2:30PM | SOUNDS OF THE SEASON – CAROLING CONCERT

Old Post Office Grand Staircase – 119 South Main

Join the Saint Charles Christmas Traditions® carolers for a concert of cherished holiday melodies (and learn the little known history and backstories of your favorite Christmas classics).

5PM | TREE LIGHTING CEREMONY

Berthold Square – 200 block of South Main

Join the Cobblestone Wassailers as our honorary family of the day helps to illuminate the official city Christmas tree (decorated in its golden anniversary finery!) ✨

8PM | CANDLELIGHT PROCESSION & CAROL SING-ALONG

Old Post Office – 119 South Main

As each festival day comes to a close, join your favorite global gift givers, Legends of Christmas, and carolers as they process to the Old Post Office for a musical finale where you are encouraged to sing along! *Procession Route: 900 block of South Main to 100 block of South Main*

CELEBRATING 50 SEASONS

SUNDAYS (12/1, 12/8, 12/15, 12/22)



12PM | SANTA PARADE

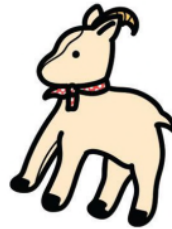
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*ROUTE: North Main Colonnade - 100 block of North Main to
900 block of South Main (near Schlafly's Bankside Brewpub)*

12PM-4:30PM | MEET THE LEGENDS OF CHRISTMAS

Throughout Historic District

Celebrate the holidays with some of the most iconic yuletide figures of history, literature, and folklore who can be found spreading cheer throughout historic Main Street.



12:45PM-4:30PM | PHOTOS WITH VICTORIAN SANTA

KATY Depot - Frontier Park

Enjoy a private audience with Victorian Santa Claus in his parlor where you can share a Christmas wish list, take a photo, and make a special holiday memory. Along the way, become an honorary elf and explore "North Pole Distribution Outpost #636" including the Reindeer Hall of Fame, Elf Workshop, and Santa's mailroom.



NOTE: Santa will take a milk & cookie break during the following times on Sundays

2:30PM-3PM

High quality professional photos with Victorian Santa Claus are available for purchase.

Photo Packages

Package A - \$25 (2-5x7 prints)

Package B - \$30 (1-5x7 4-wallet sized prints, 1 snowflake photo ornament)

Package C - \$50 (All digital images)

Package D - \$25 (1-8x10 print)

Add on a snowflake photo ornament for \$5



12:45PM-5PM | TIME CAPSULE ACTIVITY

Tourism Center, Lower Level - 230 South Main

In celebration of Saint Charles Christmas Traditions® 50th anniversary, join Father Time at the Tourism Center for the chance to write a message that may be placed in a time capsule that will be opened for Christmas Traditions® 100th anniversary (in 2074!)

12:45PM-4:15PM | CHESTNUT ROASTING

Daniel Boone Statue - 700 block of South Main

Victorian roasters demonstrate the fine art of preparing this iconic holiday snack over an open fire. Try one for yourself as a treat (or old-fashioned hand warmer).

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12:45PM–4:15PM | COVENT GARDEN – A VICTORIAN MARKET PLACE

Berthold Square – 200 block of South Main

Piccadilly Peddlers

Let our 19th century street vendors help you find the perfect souvenir to commemorate your visit to Saint Charles Christmas Traditions®. From apparel to décor, you'll find the perfect memento for everyone on your list.

8 Maids Wassail Tavern

Join our merry milkmaids (of “12 Days of Christmas” fame), as they offer a traditional spiced apple cider known as wassail, that has been a part of holiday celebrations for centuries.

HISTORICAL EXHIBITS

Where Christmas Past Comes To Life: A Celebration of Christmas Traditions®

Tourism Center – 230 South Main

Celebrate a half-century of Christmas Traditions® history with an exhibit featuring costumes and artifacts from festival history. Watch a behind-the-scenes documentary of how the magic is created, and see a display of every character trading card ever produced.

Holiday Food Hall of Fame

OPO Plaza – 100 block of South Main

Eggnog, candy canes, and fruitcake...oh my! Learn the fascinating history and surprising facts of your favorite yuletide refreshments.

Oh Christmas Tree: The Evolution of an Icon

KATY Depot – Frontier Park

Wander on a meandering path through history as a forest of evergreens illustrate how trends and fashions for Christmas trees have changed over time. **NOTE:** *This exhibit is part of the queue line for the Victorian Santa meet & greet experience.*

Holiday History Trail

Kister Park Gazebo – 400 block of South Main

Learn the origins of some of your favorite Christmas traditions.

Gingerbread Village

Main Street Church – 116 North Main Street

Vote for your favorite confectionary creation in this annual community competition



1:30PM | BATTLE FOR THE LAND OF THE SWEETS

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2:30PM | SOUNDS OF THE SEASON – CAROLING CONCERT

Old Post Office Grand Staircase – 119 South Main

Join the Saint Charles Christmas Traditions® carolers for a concert of cherished holiday melodies (and learn the little known history and backstories of your favorite Christmas classics). *finery!*

4:30PM | CANDLELIGHT PROCESSION & CAROL SING-ALONG

Old Post Office – 119 South Main

As each festival day comes to a close, join your favorite global gift givers, Legends of Christmas, and carolers as they process to the Old Post Office for a musical finale where you are encouraged to sing along! *Procession Route: 900 block of South Main to 100 block of South Main*



CELEBRATING 50 SEASONS

FRIDAYS (12/6, 12/13, 12/20)



5:55PM | ENTRANCE PROCESSION

North Main Colonnade – 100 block of North Main, Throughout Main Street
Catch a glimpse of your favorite Legends of Christmas as they spread out throughout the historic district for an evening of holiday magic.



6PM-8:30PM

KRAMPUS KARNIVAL: THE BIZARRE, ODD, & CURIOUS TRADITIONS OF CHRISTMAS

KATY Depot – Frontier Park

A family-friendly blend of Halloween and Christmas, join Krampus as his notorious batch of ne-er-do-wells from international lore take over and transform the Depot into a quirky carnival midway with twisted takes on classic boardwalk games. Journey inside to see Santa's Parlor decorated as "Krampus' Lair" and take a unique photo with this holiday icon.

6PM-8PM

MEET THE LEGENDS OF CHRISTMAS

Throughout Historic District

Celebrate the holidays with some of the most iconic yuletide figures of history, literature, and folklore who can be found spreading cheer throughout historic Main Street.



6PM-8PM | VICTORIAN SANTA MEET & GREET

Berthold Square – 200 block of South Main

Share a Christmas wish with the jolly ol' elf as Victorian Santa & Mrs. Claus mingle with visitors at the iconic City Christmas Tree.

*Visitor Tip: Looking to beat the weekend Santa crowds?
This is a great chance to spread cheer with the big man himself.*

6PM-7:45PM | CHESTNUT ROASTING

Daniel Boone Statue – 700 block of South Main

Victorian roasters demonstrate the fine art of preparing this iconic holiday snack over an open fire. Try one for yourself as a treat (or old-fashioned hand warmer).



6PM-7:45PM | COVENT GARDEN – A VICTORIAN MARKET PLACE

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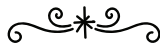
CELEBRATING 50 SEASONS

WEDNESDAYS (12/4, 12/11, 12/18) A CHRISTMAS CAROL STROLL

6PM-8:30PM

A CHRISTMAS CAROL STROLL

Throughout Historic South Main Street
Walk in the footsteps of Ebenezer Scrooge and experience his encounter with Jacob Marley and the Ghosts of Christmas Past, Present, and Yet-to-Come firsthand as six "chapters" of Dickens' classic come to life along South Main Street.



6PM-8:30PM

DICKENSIAN ENTERTAINMENT

- *A Christmas Carol* Goes to Hollywood: Celebrate the dozens of different film adaptations of the holiday classic (and vote for your favorite!) (Tourism Center- 230 South Main)
- Meet Queen Victoria: Have an audience with the English monarch as she tells you how she popularized the tradition of decorating Christmas trees (Tourism Center – 230 South Main)
- Victorian Toy Vendor: Have a hands-on experience learning about some of the classic toys that children in 1840's London played with (600 block of South Main)
- Self-Guided *A Christmas Carol* History Tour: Learn the fascinating stories about the legacy and creation of *A Christmas Carol* (including the real-life inspirations behind some of Dickens' characters) as you discover text panels throughout the historic district. (Throughout Main Street)



CHRISTMAS PANTO PERFORMANCE

Featuring songs, gags, and slapstick comedy, pantomime (or "panto" as the British often refer to it) is a style of entertainment was extremely popular in nineteenth century London.



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6PM-8PM | PHOTOS WITH VICTORIAN SANTA

KATY Depot – Frontier Park

Enjoy a private audience with Victorian Santa Claus in his parlor where you can share a Christmas wish list, take a photo, and make a special holiday memory. Along the way, become an honorary elf and explore “North Pole Distribution Outpost #636” including the Reindeer Hall of Fame, Elf Workshop, and Santa’s mailroom.

Visitor Tip: Looking to beat the weekend Santa crowds? Wednesdays are typically less busy and may offer a chance to spread cheer with the jolly ol’ elf with a much shorter wait.

High quality professional photos with Victorian Santa Claus are available for purchase.

Photo Packages

Package A - \$25 (2-5x7 prints)

Package B - \$30 (1-5x7 4-wallet sized prints, 1 snowflake photo ornament)

Package C - \$50 (All digital images)

Package D- \$25 (1-8x10 print)

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6PM-8:15PM | CHESTNUT ROASTING

Daniel Boone Statue – 700 block of South Main

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Oh Christmas Tree: The Evolution of an Icon

KATY Depot – Frontier Park

Wander on a meandering path through history as a forest of evergreens illustrate how trends and fashions for Christmas trees have changed over time. **NOTE:** *This exhibit is part of the queue line for the Victorian Santa meet & greet experience.*

CELEBRATING 50 SEASONS





CHRISTMAS EVE TUESDAY, DECEMBER 24, 2024



10:55AM | ENTRANCE PROCESSION

North Main Colonnade – 100 block of North Main, Throughout Main Street

Catch a glimpse of your favorite Legends of Christmas as they spread out throughout the historic district for an evening of holiday magic.

11AM-1:30PM | MEET THE LEGENDS OF CHRISTMAS

Throughout Historic District

Celebrate the holidays with some of the most iconic yuletide figures of history, literature, and folklore who can be found spreading cheer throughout historic Main Street.

11AM – 1PM | PHOTOS WITH VICTORIAN SANTA

KATY Depot – Frontier Park

Enjoy a private audience with Victorian Santa Claus in his parlor where you can share a Christmas wish list, take a photo, and make a special holiday memory. Along the way, become an honorary elf and explore “North Pole Distribution Outpost #636” including the Reindeer Hall of Fame, Elf Workshop, and Santa’s mailroom.

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Add on a snowflake photo ornament for \$5



11AM- 1PM | CHESTNUT ROASTING

Daniel Boone Statue – 700 block of South Main

Victorian roasters demonstrate the fine art of preparing this iconic holiday snack over an open fire. Try one for yourself as a treat (or old-fashioned hand warmer).

11AM- 1PM | COVENT GARDEN – A VICTORIAN MARKET PLACE

Berthold Square – 200 block of South Main

Piccadilly Peddlers

Let our 19th century street vendors help you find the perfect souvenir to commemorate your visit to Saint Charles Christmas Traditions®. From apparel to décor, you'll find the perfect memento for everyone on your list.

8 Maids Wassail Tavern

Join our merry milkmaids (of “12 Days of Christmas” fame), as they offer a traditional spiced apple cider known as wassail, that has been a part of holiday celebrations for centuries.

HISTORICAL EXHIBITS

Where Christmas Past Comes To Life: A Celebration of Christmas Traditions®

Tourism Center – 230 South Main

Celebrate a half-century of Christmas Traditions® history with an exhibit featuring costumes and artifacts from festival history. Watch a behind-the-scenes documentary of how the magic is created, and see a display of every character trading card ever produced.

STCHARLESCHRISTMAS.COM

Holiday Food Hall of Fame

OPQ Plaza – 100 block of South Main
Eggnog, candy canes, and fruitcake...oh my!
Learn the fascinating history and surprising
facts of your favorite yuletide refreshments.

Oh Christmas Tree: The Evolution of an Icon

KATY Depot – Frontier Park

Wander on a meandering path through history
as a forest of evergreens illustrate how trends
and fashions for Christmas trees have changed
over time. **NOTE:** *This exhibit is part of the
queue line for the Victorian Santa Meet & greet
experience.*

Holiday History Trail

Kister Park Gazebo – 400 block of South Main
Learn the origins of some of your favorite
Christmas traditions.

Christmas Traditions®: The Exhibit

Foundry Art Centre – 520 North Main Center
Celebrate this golden anniversary season as the
Foundry Art Centre presents art inspired by
your favorite festival characters and memories.



1:30 PM | SANTA SEND-OFF & TIME CAPSULE CEREMONY

Kister Park Gazebo – 400 block of South Main to
Berthold Square – 200 block of South Main

Join all of the Legends of Christmas one final time as they gather for a festive pep rally as Victorian Santa & Mrs. Claus prepare to head back to the North Pole for the big night. Following this program at the gazebo, join the procession to Berthold Square, where a time capsule will be buried at the base of the city Christmas tree. Join in a verse of Auld Lang Syne as your favorite characters bid farewell to Main Street...until next year!



HOME Sweet HOME

Season's greetings!
Wishing everyone a
joyous holiday season
spent at home.



915 S. Main Street
St. Charles 63301

CHARACTER CARD CHECKLIST

Each Legend of Christmas you meet has a commemorative trading card to share with you as a merry memento of your visit to Saint Charles Christmas Traditions®. Use the checklist below to keep track of the holiday figures you've met:

- 1. Victorian Santa Claus
- 2. Mrs. Claus
- 3. Saint Nicholas
- 4. Father Christmas
- 5. Pere Noel
- 6. Judah Maccabee
- 7. Mikko: The Nisse
- 8. Christkind
- 9. Santa Lucia
- 10. La Befana
- 11. Ebenezer Scrooge
- 12. Mr. & Mrs. Fezziwig
- 13. The Sugarplum Fairy
- 14. The Nutcracker Prince
- 15. The Mouse King
- 16. Clement Clarke Moore
- 17. The Yule Lads
- 18. Master of Revels
- 19. Jack Frost
- 20. Susie Snowflake
- 21. Beira – The Cailleach
- 22. The Chestnut Roasters
- 23. The Piccadilly Peddlers
- 24. Flower Sellers
- 25. 8 Maids Wassail Tavern
- 26. The Cobblestone Wassailiers
- 27. The Stone Row Chorus
- 28. The Nightingales
- 29. The Chimney Sweeps
- 30. The Maple Leaf Trio
- 31. The Singin' Snowmen
- 32. The Evergreens
- 33. The Mistletoe Misses

Bonus

- 1. Lewis & Clark
Fife & Drum Corps
- 2. Father Time
- 3. Celebrating 50 Seasons

A Christmas Carol Stroll

Available only on Wednesday nights
December 4, 11, and 18

Chapter 1:
"Scrooge & Marley's Counting House"

Chapter 2:
"Marley's Ghost"

Chapter 3
"The Ghost of Christmas Past"

Chapter 4:
"The Ghost of Christmas Present"

Chapter 5:
"The Ghost of Christmas Yet-to-Come"

Chapter 6:
"God Bless Us, Everyone!"

A Christmas Carol Stroll Bonus Cards

- 1. Holiday Food
- 2. British Panto Performance
- 3. Queen Victoria &
The Christmas Tree
- 4. Victorian Toys

Krampus Karnival

Available only at the KATY Depot
in Frontier Park

December 6, 13, and 20

- 1. Krampus
- 2. Frau Perchta
- 3. Gryla
- 4. The Kallikantzaroi
- 5. Mari Lwyd
- 6. Knecht Ruprecht



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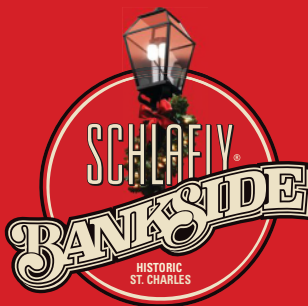
CELEBRATING 50 SEASONS



Hoppy Holidays

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GREAT BEER

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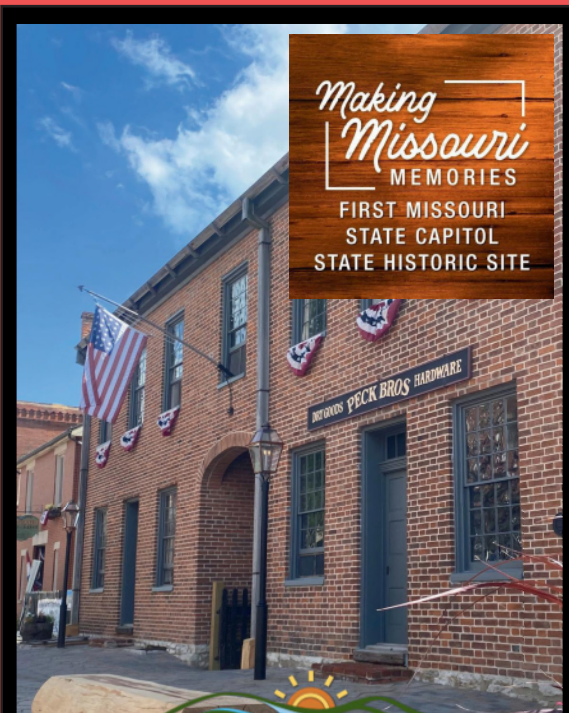
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"Life is too short for boring dishes!"



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SOUNDS OF THE SEASON
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The Ambassadors of Harmony is a men's barbershop chorus known for their stunning vocals, engaging performances, and heartwarming repertoire.
Scan to learn more about their upcoming season!

Gingerbread Village

2024 GINGERBREAD CONTEST

Game night

with a

Christmas

Quiz

Come in and vote for
your favorite!



FRIDAY, SATURDAY & SUNDAY
(Christmas Traditions Hours)



MAIN
STREET
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Gingerbread Village

CONTEST RULES AND ENTRY:

 [CHURCHONMAIN.COM/GINGERBREAD](https://www.facebook.com/churchonmain.com/gingerbread)

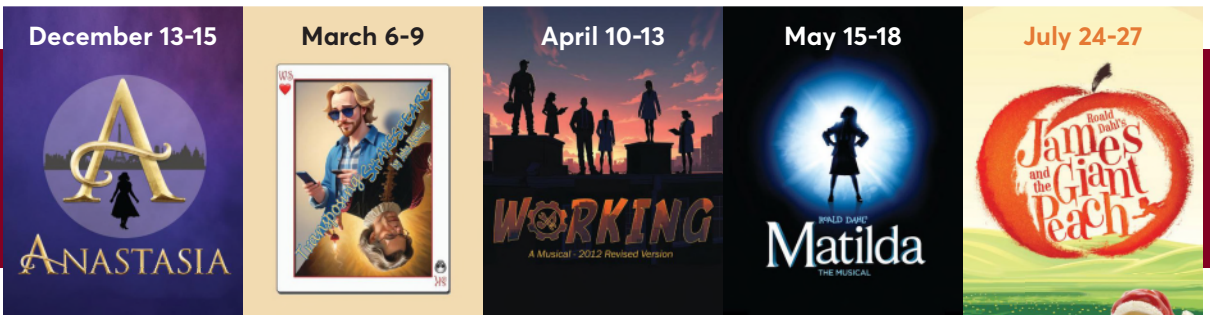
 @GINGERBREADVILLAGESTCHARLES



CONGRATULATIONS on 50 years!

The Performing Arts Department of St. Charles Community College congratulates **Saint Charles Christmas Traditions®** on a half century of celebrating the timeless romance and traditions of the holiday season ... with best wishes for the next 50!

Come join us for an upcoming show or concert at Shook Theatre on our Cottleville Campus!



SPRING CONCERTS

Orchestra: **April 24**
Choir: **May 1**
Concert Band
and Jazz Band: **May 4**



For tickets and more info: **636-922-8050**, or stchas.edu/performingarts

Las Posadas

*A Re-Enactment of Joseph and Mary's
Journey to Bethlehem*

Saturday, December 7th

6:30 pm

Boone's Lick and South Main

Join us for the re-enactment of the Spanish tradition of "Las Posadas" on Saturday, December 7th at 6:30 pm. The procession begins at Boone's Lick and South Main and proceeds to the corner of First Capitol and Riverside Drive. Participants carry candles while following Mary and Joseph as they seek shelter prior to arriving at Bethlehem. Our journey ends at a live nativity scene on the riverfront. We will celebrate our journey by singing Christmas carols around Jesus in a manger.



For more information go to stcharleslasposadas.com



Saison de Noel



**HISTORIC
FRENCHTOWN
ASSOCIATION**

Saison de Noel Frenchtown Celebration

Saturday, November 30th 10-8PM

Many businesses will be staying open late.

Selfie Stations

will be available at participating businesses

Annual Frenchtown Tree Lighting at 6PM in the Frenchtown Pocket Park.

Santa, Music, Family Ornament Activity, Tree Lighting

Santa will be visiting businesses throughout the day!

Please support our generous Frenchtown Ad Sponsors:

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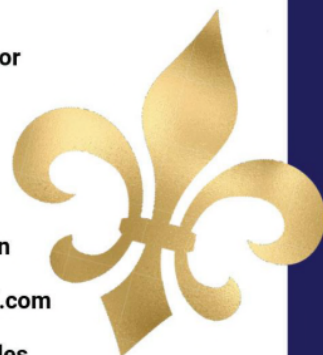
Evolved Brand: @Evolved.Brand; inquire@evolvedbrand.com

**Leiber Heating & AC, LLC: 923 N. 2nd Street St. Charles
Leiber HVAC.com; 636-947-0428**

Camp Mill Pond Guest House: 305 Morgan Street St. Charles

Frenchtown Chiropractic: 804 N. 2nd Street St Charles

La Belle Vie / The Cafe at Frenchtown: labelleviefrenchtown.com





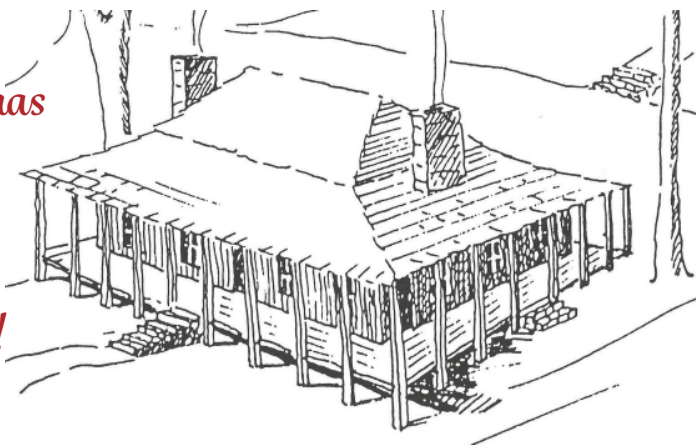
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since 1818*

Merry Christmas!



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Now, 206 years later, Academy students celebrate with special traditions: Silver Tea, Christmas Baskets and Christmas Eve Mass in the Shrine of St. Philippine Duchesne.



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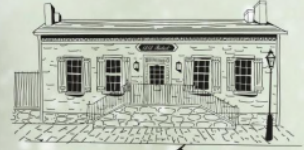
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TWO-DAY EVENT SHOWCASING REGIONAL MAKERS, & ARTISTS.

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SAINT CHARLES
Christmas
Traditions®
50th
ANNIVERSARY

**Wonder.
Memories.
Tradition.**

With a history full of pioneers, early legislators, and adventurers, Saint Charles, Missouri also has the distinction of being one of the must-see holiday destinations in the country. For half a century, visitors from around the world have flocked to this quaint river city for a blast of yuletide nostalgia. One month out of every year, the Saint Charles Christmas Traditions® festival transforms their Main Street, U.S.A. into a Dickensian winter wonderland with a unique blend of history, storytelling, and fairy tale whimsy. Amid the soft glow of gas lamps, the young (and young at heart) can traverse the brick streets to experience a truly one of a kind holiday adventure where chestnuts roast on an open fire, sugarplums dance in your head, and an array of international ambassadors share their cherished holiday customs from around the globe.

But the effort it takes to pull off all of the magic of this elaborate celebration almost rivals that of Santa himself. With months of planning and preparation it takes the tireless work of countless designers, performers, and crew members to create each season of Christmas Traditions®, and for the past 50 years, their hard work has cemented Saint Charles' legacy as the place where "Christmas past comes to life."



STCHARLESCHRISTMAS.COM



CELEBRATING 50 SEASONS

Ghosts of Christmas Past

The Beginnings of Christmas Traditions®

The early origins of the festival can be traced back to the early 1970s, and a period of revitalization that brought Main Street back from the brink of disaster.

One crucial figure in Main Street's rebirth was historian and preservationist Archie Scott. In 1975, Scott used a sled to pull a Yule log down Main Street. Accompanied by other merchants and residents, a bonfire was kindled as carols were sung on the banks of the Missouri River.

And from these humble beginnings, Christmas Traditions® was born.

Known then simply as "the Christmas Walk," the first few years were not a public spectacle, but rather an intimate celebration intended for the merchants and families who called Main Street home. But what was created was special. Old world customs (such as the burning of the Yule log) coupled with the unforgettable setting of gas lamps and 200-year old architecture provided a quaint oasis from the frantic hustle and bustle of holiday festivities elsewhere, and it didn't take long for some of the celebrants of "the Christmas Walk" to start exploring the idea of opening it up to the public.

In 1979, half a decade since the first Yule log was dragged down Main Street, five members of the South Main Preservation Society gathered at the Western House in the 1000 block of South Main, each contributing \$100 to fund the promotion of the first "Christmas Walk" open to the public.



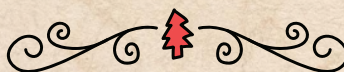
In the early 1980s, the event began to change and expand. The "Christmas Walk" became "Las Posadas" (an old Spanish tradition that recreated Mary and Joseph's journey to Bethlehem with a candlelight procession down Main Street).

As the Saint Charles Christmas festivities entered their second decade, the programming received its most iconic element - characters! Collectively known as the "Legends of Christmas," the inspiration to include these figures from holiday history, literature, and folklore came from an unlikely source...a store shelf.

In the late 1980s, Pop's General Store (which was located at 322 South Main) carried a line of Santa Claus figurines from different countries and eras, Pop thought it would be a great idea to have various international Santas roaming around the various shops.

As the years went on, carolers and additional characters were added to the ever-growing programming of what was now known as "Saint Charles Christmas Traditions®." In 2010, producing responsibilities for the festival transferred to the Greater Saint Charles Convention & Visitors Bureau, where the hardworking tourism staff expanded the scope of the festival with additional programming, characters, and special events, all while increasing the visibility of the event, drawing a new audience from throughout the region, across the country, and around the world.

What started as an intimate gathering to pull a Yule log down the street, today draws a quarter of a million people to this historic district each season to witness firsthand the unique holiday entertainment that can only be experienced in Saint Charles, Missouri.



STCHARLESCHRISTMAS.COM



CELEBRATING 50 SEASONS

House of Cards

In the late 1990s, former Festival Director Rhonda Dyer was looking for a way to encourage shoppers to stay longer on Main Street during the holiday season. The solution came from her husband who suggested that they create "baseball cards" that visitors could collect from the festival characters (of whom there were about 10 at the time). Thus, in 2001, a beloved tradition was born. Featuring their image on one side, and a brief biography on the other, the cards that each character and caroling group pass out have become highly collectable keepsakes.



Between the 2001 and 2024 seasons, 881 individual character cards have been designed. Here is sampling of the cards over the years.

2001	2002	2003	2004
2005	2006	2007	2008

2009



2010



2011



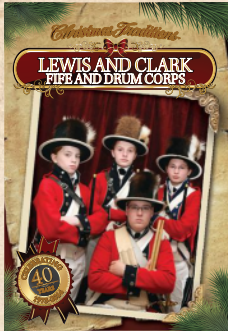
2012



2013



2014



2015



2016



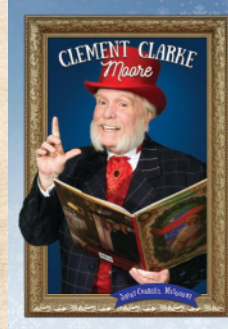
2017



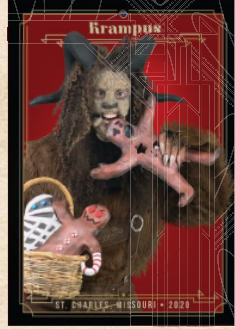
2018



2019



2020



2021



2022



2023



2024



CELEBRATING 50 SEASONS

Clothes Make The (Snow)Man

Festive Fashion

The iconic holiday figures of Christmas Traditions® span a wide range of countries, fantasy realms, and time periods. The enormous task of ensuring that our legendary guests look their best has been the responsibility of hard-working costume designers throughout festival history who have created bespoke wardrobes for fairies, elves, and international gift givers. Cloaks, bonnets, robes, and crowns...there are over 440 individual costume pieces that appear in each festival season.

In the planning stages of each season, the event's resident costume designers, Tracey Newcomb and Riley Grady, work with the festival director to establish the look of each new character making their Christmas Traditions® debut. For Grady, this process often includes hand-drawn renderings, inspiration images, and fabric swatches. "I try to do a mood board for every costume I design," Grady says, "this helps get all of the ideas onto one thing."

For Newcomb, a history aficionado who has costumed the festival since 2019, the time period of each character is an important consideration. "Main Street itself is historical," she states, "and when you can bring in some of the fashions that may have walked down those

streets at one time, it brings guests into your story more. It makes it more real for them."

With the nearness of the Christmas Traditions® audience, the costumers are able to play with intricate design elements that would be overlooked in a traditional production onstage. From the sound of the jingle bells that adorn Mr. Fezziwig's breeches, to the leathery scent of Frontier Santa's buckskins, no detail is too small.

With the entirely outdoor nature of the festival, perhaps the most important detail of all is constructing costumes to withstand the ever-fluctuating Missouri weather in December. Whether through yards and yards of wool fabrics or through special layering techniques, the designers know all of the secret tricks to keeping participants toasty (including sewing full quilts into some of the caroler skirts!)

The tireless behind-the-scenes work of many costume designers over the decades have left an indelible mark on the way that visitors think of their favorite characters. As Newcomb says, "it makes me really happy that something that I've created is living on and giving joy to someone else."



STCHARLESCHRISTMAS.COM



Creating a Winter Wonderland

The gas lamps, the centuries-old buildings, the well-worn brick street...Saint Charles' historic district looks like a movie set every day of the year, but it takes on an added charm every holiday season when it is decked out in its winter wonderland glory.

From the soft glow of countless white lights, to the miles of live pine greenery that grace doorways, windowsills, and lampposts, it takes an extensive coordinated effort to deck the street in its holiday finery.

But to make things "merry" takes a schedule that is somewhat "scary!" Following the conclusion of Saint Charles' annual Halloween festival, Legends & Lanterns®, the festival production staff has three weeks with which to transition out of All Hallows' Eve and be ready for Christmas Traditions® opening the day after Thanksgiving. Within that three weeks, skeletons, cornstalks, and Jack-O-Lanterns get packed up as chestnut pits, peddler carts, and other scenic elements are constructed, the city's three-story tall Christmas tree is decorated with dozens of larger-than-life ornaments, and the interior of the historic KATY Depot becomes Santa's whimsical home away from home.

Providing the perfect mood are 400,000 LED Christmas lights. If laid end-to-end, the strands of lights needed to decorate the historic district would stretch over 34 miles (that's the length of over 500 football fields!)



CELEBRATING 50 SEASONS



The Katy Depot

A Festival Crown Jewel

Since it opened in 1893, the historic KATY Train Depot in Frontier Park has stood as a silent witness to many moments of Saint Charles history, whether by seeing hundreds of local men depart to fight in two World Wars or welcoming the line-up of whimsical box cars when the circus would roll into town. The KATY Depot received its final train on April 1, 1976. Shortly thereafter it was slated to meet with the wrecking ball in order to clear the way for the soon to be constructed Riverside Drive. A group of preservationists (spearheaded by Christmas Traditions® founder Archie Scott) stepped in and saved the structure, loading it onto an enormous trailer, moving it to the other side of the train tracks, and rotating it 180 degrees to its current location.

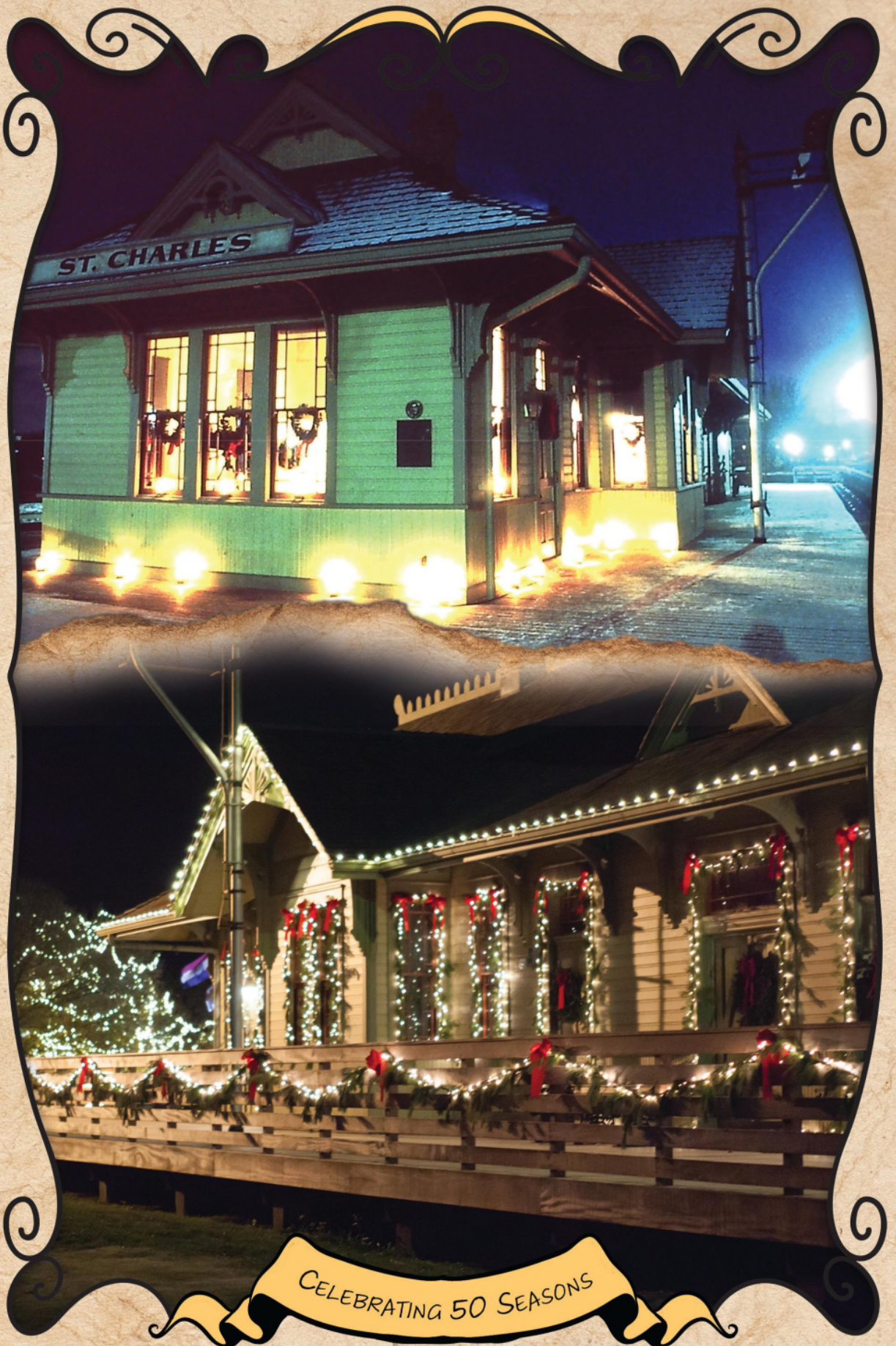
The KATY Depot has served many roles during Saint Charles Christmas Traditions®. In early days of the event, it provided dressing rooms and a base of operations for the festival. Long-time fans may remember a brief moment of time where you could rent ice skates from the windows of the Depot when a temporary skating rink was set up in Frontier Park. Today, the gothic Victorian architecture provides the perfect backdrop for the young and young at heart to share their Christmas wishes with Victorian Santa Claus.



Taking visitors through a busy elf workshop, Santa's mailroom, and the majestic reindeer hall of fame, eagle-eyed guests can delight in the many clever details that are hidden throughout the queue line. Next time you're waiting to meet the big man himself, see if you can spot the following:

- The KATY Depot during Christmas is not only a feast for the eyes but for the nostrils as well. You may note the crisp scent of pine while exploring the "Oh, Christmas Tree" exhibit, while Santa's Parlor has the festive aroma of spiced cranberries!
- The conclusion of the Santa Meet & Greet experience features a full-sized gold statue of Santa's first reindeer, Blanchette (named after Louis Blanchette, the French Canadian explorer who settled Saint Charles in 1769).
- While in the Reindeer Hall of Fame, you can hear internal elf announcements being made over the broadcast of the North Pole's official radio station, WRAP. On Friday evenings, when the Depot is transformed for Krampus Karnival, you can hear the official radio station of the naughty list: KOAL.
- Dreaming of a white Christmas? Peek out the window in Santa's Parlor, where there is always a 100% chance of winter weather.
- In Santa's Mailroom you will find a poster noting the number of letters received by country. Look closely, many of these numbers have hidden meanings, for instance the number of letters from England is 177,674 (a nod to July 4, 1776) while fans of the 80's band Tommy Tutone might find the symbolism in Finland's 8,675,309 letters.
- Over 200 letters are scattered around (and above) Santa's Mailroom including envelopes sent by characters from Legends & Lanterns® (Saint Charles Christmas Traditions® sister Halloween festival) such as Baba Yaga, Ichabod Crane, Medusa, and the Big Bad Wolf. Look closely and see if you can spot a letter to Santa from the Internal Revenue Service!

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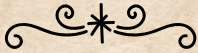
CELEBRATING 50 SEASONS

Wrapped Up with a Bow



The finishing touch to Main Street's festive makeover are the 1,500 red velvet bows that punctuate the live greenery and adorn

the top of each lamppost. Each season of Saint Charles Christmas Traditions®, a dedicated group of volunteers meticulously make each bow by hand (just as they have been since the earliest days of the event).



Now you can bring a little Christmas Traditions® flair to your own holiday home decorating, by following the steps below to create a festival-worthy bow:

STEP 1: Utilizing a bow maker (such as the E.Z. Bow Maker), measure out a 16-inch tail of red velvet ribbon, then place the 16 inch mark at the center of the bow maker (velvet side up).

STEP 2: Twist the ribbon away from you at the center and make a 6-inch loop. Note: twisting the ribbon before each loop always ensures that the velvet side faces out.

STEP 3: Make three 6-inch loops on each side, followed by two 4-inch loops on each side, and finally one 2-inch loop on each side (don't twist the ribbon on the final loop. This will allow you to make a second tail).

STEP 4: Allow enough ribbon to make a second tail, cutting it evenly with the first. Place the tails on top of each other (velvet side together) and fold in half.

STEP 5: About 1.5 inches from the bottom of the tails, cut (starting from the folded side), down to the bottom of the tails at a 45-degree angle to make the finished tail notches.

STEP 6: Carefully remove the bow from the bow maker. Wrap a red pipe cleaner around the bow (from the front to the back). Twist it tightly to secure.



Sounds of the Season

The Music of Christmas Traditions®



Few things can instantly set the holiday mood quite like music. After all, as a famous elf once said, “the best way to spread Christmas cheer is singing loud for all to hear.” Music has been a part of the festival since the very beginning (when Main Street merchants gathered around a Yule log to sing carols by the Missouri River). In the 1990s, the first official carolers joined the festivities. Known as the Cobblestone Wassailiers, these small ensembles provided a classic Victorian caroling soundtrack. As Saint Charles Christmas Traditions® continued to grow, so too did the variety of musical entertainment. Today, nearly a dozen a cappella groups provide a melodious timeline through history: from the cherished carols of the 19th century to the jazzy standards of the 1940s and 50s. Whether through the smooth harmonies

of a barbershop quartet, or foreign holiday songs presented in their original language, the festival’s music has proven time and again to transcend culture, as noted by former Music Director Jen Hill: “It’s a way to connect on an international level because music is an international language.” Festival music not only adds to the holiday ambience, but also allows visitors a chance to have an emotional connection. “It melted my heart,” remembers previous caroler Jennelle Gilreath Owens, “when people would request a song from us and it would create a memory of holidays past, and often of a family member who is no longer with us. In those moments it would be hard to keep it together, knowing the happiness and joy you’ve brought them from a simple song.”

CELEBRATING 50 SEASONS



From Page to Stage

A Christmas Carol Stroll

A majority of the buildings along historic South Main Street were standing when Charles Dickens first introduced the world to the character of Ebenezer Scrooge in 1843. Therefore, the historic district provided a perfect stand-in for Victorian London when Saint Charles Christmas Traditions® embarked on its biggest programming addition in a generation. In 2021, *A Christmas Carol Stroll* debuted on Wednesday evenings, welcoming guests to experience Scrooge's adventures with the Ghosts of Christmas Past, Present, and Yet-To-Come first hand. Featuring six "chapters" that bring favorite portions of book to life, visitors follow the narrative as they journey along Main Street and encounter beloved characters (including Jacob Marley, the Fezziwigs, and Tiny Tim).

Along the way, the area is filled with other special atmosphere characters and attractions that help bring the foggy lanes of 1840s London to life. A Victorian toy vendor demonstrates popular nineteenth century playthings, while in the Tourism Center, visitors enjoy an audience with Queen Victoria herself (who explains her role in popularizing the tradition of the Christmas tree). A display on holiday foods of the era includes a demonstration of how to properly set a figgy pudding aflame, while a retrospective on the many motion picture adaptations of the story allow guests to vote for their favorite. Dickens fans can also embark on a self-guided tour to discover little know fun facts and backstories pertaining to the creation of *A Christmas Carol* (for instance, did you know that early names for the character of Tiny Tim included "Little Larry," "Puny Pete," and "Small Sam?")

Visitors have delighted in this new mid-week offering, and attendees have come from surprising places. While observing a meet & greet with Charles Dickens, company member John Mefford once overheard a guest interact with the author, recalling "It turns out he was an employee of the Charles Dickens home and museum in London! It kind of pulled the whole thing together."

There have been hundreds of film and stage adaptations of this literary classic, but while walking amid the soft glow of gas lamps, with the scent of freshly roasted chestnuts wafting through the air, and the lilting melodies of cherished holiday carols sung by dapper Victorian singers, it's easy to get lost in the enchantment of this 180-year old tale and feel as though you're experiencing it for the first time.

The themes of the story are as fresh and meaningful as ever. As Christmas Traditions® festival member Jennifer Kerner notes: "the story of Scrooge can be the story of anyone. No one becomes a miserable miser in a vacuum. Yes, life is hard; things don't always go our way. We face changes and loss and grief and difficulty and we choose how to respond to it and it is never too late to choose. I think that's why it endures. Scrooge is all of us."

While in a Scottish cemetery, Charles Dickens came across the tombstone of Ebenezer Scroggie. Dickens misread the tombstone describing Scroggie as a "mean man." In actuality, it read "meal man" (Scroggie was a wealthy grain merchant and distiller). Dickens wrote the name down in his notebook for later use.

"Bah! Humbug!" has become a universally recognized catchphrase, although Scrooge only uses it twice in the book. A species of snail, *Ba humbugi*, has even been named in honor of the character.



CELEBRATING 50 SEASONS

We Wish You a Scary Christmas

KRAMPUS KARNIVAL

And you thought finding a lump of coal in your stocking was bad! In old world Europe, naughty children were often regaled with tales of bizarre creatures and figures (all designed to encourage good behavior during the holiday season). Icelandic children grew up learning of the ogre Gryla (who cooked naughty children into stew), while the French “whipping father,” Pere Fouettard, kept a bundle of switches at the ready. Arguably the most famous of all these curious characters was Krampus, the goat-like punitive partner of Saint Nicholas who every Krampusnacht (December 5th), would travel throughout Germany and Austria, collecting bad children in a basket. Krampus has had a resurgence of popularity in the past decade, as modern American audiences have become intrigued by this Yuletide boogeyman (he is now a staple of kitschy Christmas counter-culture; appearing on t-shirts, in motion pictures, as stuffed animals, and more).

The mission of Saint Charles Christmas Traditions® has always been to highlight the unique ways holidays are celebrated around the globe. In 2015, Krampus made his festival debut (albeit with a family-friendly, comedic approach), and in 2019, this programming expanded into Krampus Karnival: The Bizarre, Odd, and Curious Traditions of Christmas, where a notorious batch of kooky ne'er-do-wells from European lore transform the KATY Depot in Frontier Park into a turn-of-the-century carnival midway.

The perfect blend of Halloween and Christmas, guests (young and old alike) delight in testing their skills with twisted takes on boardwalk games that have been “Krampus-fied.” Whether knocking down Greek trolls with the Kallikantzaroi, playing PLINKO with Frau Perchta, or tossing human-shaped bean bags into the mouth of a Gryla corn hole board, it’s an experience that is certainly more “merry” than “scary.”

Visitors from across the state and around the country have travelled to the festival on select Friday evenings specifically for the Krampus Karnival itself (and to get a photo with its

namesake mascot in Santa’s Parlor that has been re-imagined as “Krampus’ Lair”), making this one of the most popular festival attractions. “It’s bringing an entirely new audience, a die-hard audience to Christmas Traditions®,” says Elizabeth Phelps, Assistant Director of the Greater Saint Charles Convention & Visitors Bureau. Specialty programming like Krampus Karnival opens the event up to a wider range of visitors, according to festival ambassador Emily Stoinski: “There are a lot of people who maybe don’t identify with the candy canes and Santa and maybe the holidays are a really hard time for some, and to have part of Christmas Traditions® devoted to the weird and kooky is wonderful and just continues to reaffirm that the festival really is a place for everyone.”



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CELEBRATING 50 SEASONS

Time Capsule



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Down at the Depot
Christmas *Small Town* *Traditions II*



CELEBRATING 50 SEASONS



Chestnuts Roasting On an Open Fire

The Taste of Christmas Traditions®

When Jack Frost nips at your nose, there's no better way to fend off the chill than with a genuine, piping-hot chestnut. For decades, guests of Saint Charles Christmas Traditions® have been able to enjoy these nostalgic novelties either as a tasty treat or as an old-fashioned hand warmer.

Today, our roasters from "across the pond" entertain hungry visitors with their antics and chants of "Chestnuts! Get yer chestnuts!" that can be heard from blocks away. And here they demonstrate the technique to properly roast these holiday delicacies, just as they would have been prepared by street vendors along the banks of the Thames River in Victorian London.



'Ello there, mates! Chester Attaway at your service, here to teach you all the ins and outs of chestnut roasting.

First, thing you gotta do is start a fire! We always like to get a good bed of coals going so we can cook the chestnuts as evenly as possible. The key is to have a very hot fire with flames that barely crest over the mouth of the chestnut pit so you're not burning the nuts to a crisp (nobody likes to eat charcoal!)

We always use a hooked blade called a scoring knife to cut deep crosses into the chestnuts. This allows all of the moisture from the juices inside the chestnut to release evenly so it doesn't explode! The shells are very hard and hot over the fire, and that exploding everywhere can hurt a lot as well as ruin the chestnut you're roasting!

Then, we take a pan of the scorred nuts, set them on the fire and watch for a few key signs to see if they're ready:

- **BLACKENING** of the outer shell... we're not burning your chestnuts, just the inedible part that surrounds them!
- **PEELING** of the score marks we made... that's another good sign that the fire is hot enough to cook the chestnuts!
- **JUICES** that bubble up and foam out of the score marks... this is a great sign that your chestnuts will be ready in a minute or so!

We look for these signs (and use our massive, humongous, gigantic brains and peerless intuition) to know when your chestnuts are ready to serve!

If this sounded incredibly complicated, borderline impossible, and like the most difficult job you've ever heard of...you're right! That's why you've got to come visit us at the pit during Saint Charles Christmas Traditions®, so we can do the hard work for you!



CELEBRATING 50 SEASONS



Visions of Sugarplums

E.T.A. Hoffmann's 1816 fairytale "The Nutcracker and the Mouse King," (and its subsequent 1892 ballet adaptation by Tchaikovsky) introduces audiences to the mythical Land of the Sweets, and its saccharine sovereign, the Sugarplum Fairy. Sugarplums were once a very popular old-fashioned holiday treat...but what exactly was a sugarplum? It seems that even Victorians were divided on what exactly constituted a "sugarplum."

For instance, the following are all accepted definitions of a sugarplum: sugar coated coriander, plum compote with chocolate coating, a small round piece of sugary candy, plums preserved in sugar, a small confection consisting of dried cherries and apricots surrounded by fondant.

Here is a recipe favored in the Land of the Sweets.



Makes about 24 sugarplums.

Ingredients

- 2 cups whole almonds, toasted and finely chopped
- ¼ cup honey
- 1 ½ teaspoon ground cinnamon
- ¼ teaspoon ground cloves
- ½ teaspoon nutmeg
- 1 cup dried apricots, finely chopped
- 1 cup dried black mission figs, finely chopped
- Powdered sugar

Directions

1. Combine honey with spices.
2. Stir in chopped fruit and nuts.
3. Roll into balls.
4. Roll in powdered sugar





* ♦ Jokes with the Master of Revels



The Master of Revels has been a fixture of Saint Charles Christmas Traditions® for half of the festival's existence. An amalgamation of various customs and figures from the United Kingdom and early American history, the Master of Revels is in charge of making merry and creating an atmosphere of festivity and jollification. To add a little bit of joy to your Yuletide, our resident clown-about-town offers you the following jokes for your next family gathering or office holiday party:

What's a dinosaur's least favorite reindeer?

Comet

What do gingerbread men use when they break their legs?

Candy canes

Why did the Christmas tree go to the barber?

It needed a trim

How much did Santa pay for his sleigh?

It was on the house!

What did one snowman say to the other snowman?

"Do you smell carrots?"

CELEBRATING 50 SEASONS

Coloring Book

In the festival era prior to the introduction of character trading cards, visitors who met Victorian Santa would receive a coloring book of the various international gift givers who appeared at the event. This tradition had a brief resurgence during the modified and socially distanced season that took place in 2020, where free commemorative booklets supplied visitors with not only all of the printed character cards, but a coloring book featuring all of their favorite characters (providing additional activities for guests to divert themselves with during COVID-19).



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Christmas Traditions® By The Numbers

205,000+

Festival Visitors each season

1,502

Number of handmade red bows that decorate Main Street

19,500

feet of live pine greenery

440+

Number of individual costume pieces worn by the Legends of Christmas

500,000

Approximate number of Christmas lights

1,450

Pounds of Chestnuts roasted in a season

109

Individuals on the Christmas Traditions® production team

11

Months it takes to plan each season of Saint Charles Christmas Traditions®

10

City blocks of holiday programming

1,500

carnations sold by Flower Girls each year.

358,000

Collectible character cards passed out to guests in a single season.

27

Average number of times a day "Jingles Bells" is requested from a caroling group

-11°

Coldest festival day (December 24, 2022)



Merry Memories

From milestone celebrations to once in a lifetime character interactions, the past half century has been filled with unforgettable moments for both visitors and festival alumni alike.



drawing by Melelani P.

Since I was a toddler, I would go to Main Street every Christmas with my family. We would get bundled up in our scarves and gloves that my grandmother would make us and brave the cold for hot chocolate, roasted chestnuts, and card collecting. I loved running around collecting cards. As a kid, it was something I looked forward to every Christmas. Now, looking back, it was also a time I got to spend with my grandparents during the holiday season, and those memories are something I now cherish. I now get to make new memories at the event. I enjoy taking the younger family members to the festival as walking around with my family brings back the nostalgia of Christmas as a child. Plus, I always enjoy listening to the origin stories of each of the characters between my Christmas shopping. This event is something I'll continue to come to for as long as I can. So thank you for taking the spirit of the holidays and making it magic for kids, even some of us adults too.

-Courtney L.

Got married on a Christmas Traditions® night in 2016! We got cards from characters as we walked from The Conservatory to Bella Vino – and now we bring our kids!

-Erin V.

*crocheted legends by
Simply Mad Stitches*

We have been going to the amazing streets of St. Charles every year for Christmas Traditions® since 2010. In her first grade year, one of my daughter's so-called friends made fun of her. And kept bullying her. After having a couple miserable days, I took her down to Christmas Traditions® to see if this would perk her up. And did it ever. Hanging out and interacting with the legends got her mind off of all of it. Then what made her feel better was none other than... Mr. Jack Frost. They sat on the bench and they talked and she told him what was happening and he was talking to her and being goofy and she loved it. Made her day. After that encounter with him, my happy-go-lucky girl was back. Jack Frost accomplished what we had been trying to do and make her feel better.

(And don't worry Jack....we won't tell your secret...you actually belong on the nice list for this)

-Elizabeth L



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My family first ran into St. Charles Christmas Traditions® by accident back in 2019. Our friends live in the area and we drove a few hours to visit them around Christmas time that year. They suggested we go check out the decorations on Main Street. We didn't even realize they had characters! When we saw the first few and my sons got their first cards they fell in love. We stayed until they collected every single card and met every character that day. We've made a point to go back again and again, and when their little sister was born in 2021, we had to bring her and introduce her to the magic as well. It's become a part of our Christmas routine now, and I look forward to it every year.

-Alison K.

I have attended Christmas Traditions® every year since I was 2 years old. My family has joked that Main Street is in my soul. When I was 3, I remember walking the street, a light snow was falling but I was warm in my blue puffer coat. We found Santa and a reindeer. A REAL reindeer. My 3-year-old mind was completely blown. Today, watching my boys walk hand in hand down the street together getting to know the same joy I have known for over 20 years, and seeing the characters interact with my son with special needs like anyone else makes my mama heart smile. Absolutely life changing.

-Macy F.

My husband, kids, and I were force transferred to Missouri by his job. We lost our family, friends, and many traditions all in one swoop. But that holiday season, we found Saint Charles Christmas Traditions®. It brightened our holiday and kept our spirits up. The next year, my parents moved to live with us, and we brought them to SCCT. My mother is now an avid card collector, my father (72 this year) loves all the characters, and my aunt drives from Pennsylvania to join us for the festivities. Christmas Traditions® is our new family holiday tradition, and we couldn't be happier.

-Amanda R.

I have been coming to the festival for most of my children's lives, and before some of them were born. It has become an essential part of our Christmas celebration, and we look forward to collecting the character cards each year...we have a binder full of them dating back to 2008. The character we have come to look forward to seeing the most is the inimitable Jack Frost. He is my oldest daughter's absolute favorite... but she used to be too intimidated by him to approach him. She would stand back and watch him, enjoy his good-natured joking, and timidly take a card, but it wasn't until 2016 that she really talked to him, and she even got to hold his "Bluekulele." Ever since then, she's made a point of spending some time with him every December, and she's now a member of his "Blue Crew." I have loved watching the two of them interact through the years, and it really touches my heart that he remembers our family from year to year, and always comes up with something new for the two of them to do together.

-Amanda M.

Being a part of the 2019 season was such a highlight. Such a fun group of artists. That memory of bringing *A Christmas Carol* to life stayed with me during my following Christmas seasons working at the Dickens' House in London.

-Tyler W.



painting by Megan Atchley

CELEBRATING 50 SEASONS



A Note from Victorian Santa Claus

It was the 50th season, and all throughout Main
It was Christmas Traditions® time once again!

Many creatures are stirring (including a Mouse King!)
While sugarplums dance and carolers sing.

Global gift givers abound, to Saint Charles they prance
From Germany, Italy, England, and France.

With chestnuts popping and wassail cups clinking
This nostalgic year has got this old elf thinking

A Yule log tradition started
in nineteen-seventy-five,
Gave rise to this place,
where Christmas past comes alive

This fantastical city provides
such wonder and cheer
Whether this is your first visit,
or you come every year

Millions of stories have been formed on this street
From the generations of guests
we've had the honor to meet.

During this milestone season, one thing is true
The holiday magic lies in each one of you!

Let's celebrate now 'til the end of December
With a Christmas Traditions® we'll always remember!

With half-a-century down, and many memories in store,
Happy 50th season to all (here's to 50 years more!)



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OPTIMISM FOR ALL

Outfit your whole crew in positively perfect vibes this holiday season, with festive tees, cozy loungewear & so much more.



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