



GLOBE LIFE FIELD 734 STADIUM DRIVE ARLINGTON, TX 76011

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CHOCTAW STADIUM

The Spirit-Soaring Sensation, *The Elf on the Shelf's Magical Holiday Journey*, Returns to Los Angeles on November 5 and Launches New Location in Dallas-Fort Worth on November 18

Tickets for both immersive experiences on sale September 21st



Images and renderings can be accessed [HERE](#)

Los Angeles, CA - September 16, 2021 - *The Elf on the Shelf's Magical Holiday Journey*, the holiday phenomenon from Constellation Immersive in association with The Lumistella Company, returns to inspire Los Angeles County with an even bigger and more elftacular outdoor immersive experience this holiday season. *The Elf on the Shelf's Magical Holiday Journey* is also expanding to North Texas, where audiences will discover the magic of The Elf on the Shelf® through a new walk-through experience created and designed specifically for the concourse at Choctaw Stadium in Arlington (formerly Globe Life Park).

The Los Angeles version of *The Elf on the Shelf's Magical Holiday Journey* will build on 2020's sold-out run that featured a cast of over 50 performers, an array of dazzling environments, and an original story with music that had audience members shrink down to elf size and embark on a quest with Scout Elf Tiny Tinkerman to raise Christmas Spirit and get the sleigh back on track. This year's attraction will feature new and enhanced scenic displays, a Christmas village with shopping and dining options, an ice-skating rink, and a heart-warming walk-through journey that explores Christmas cheer from an elf's perspective and culminates in a magical trolley ride.

Meanwhile, in Dallas-Fort Worth, Santa's Christmas Compass has gone haywire, and Scout Elf Tiny Tinkerman and the Scout Elves need human help to get Christmas back on course. Audiences will journey into the concourse at Choctaw Stadium, shrink down to elf size, and explore enchanting, Texas-sized scenery showcasing a company of fifty cheer-building performers.

"We are thrilled to be bringing The Elf on the Shelf® experience back for a second year after our sold-out LA run last year resonated with more than 130,000 people from all across the country," said Christa Pitts, co-CEO of The Lumistella Company, creators of The Elf on the Shelf®. "As the coronavirus pandemic continues to present challenges to families everywhere, we are proud to safely transform The Elf on the Shelf® tradition into an outdoor experience and expand the show into new and innovative realms."

Award-winning creative director and set designer, David Korins (Broadway's "Hamilton," "Dear Evan Hansen," Oscars 2019) also returns to design scenic worlds that promise to be bigger and better. The creative team also includes director David Alpert, lighting designer David Weiner, and composer Curtis Moore who will further bring the beloved world of The Elf on the Shelf® to multi-sensory life in a theatrical collaboration like none other.

Both experiences will follow social distancing rules and all current health and safety precautions. This year's event will take place from November 5th until January 2nd at the Fairplex in Pomona, California, and will debut in Dallas-Fort Worth at Choctaw Stadium from November 18th until January 2nd.

"We're excited to continue our partnership with the iconic The Elf on the Shelf® brand, and deepen our collaboration with David Korins and the rest of the creative team that brings new dimensions and stories to this magical creative world," said Vance Garrett, chief creative officer, Constellation Immersive. "One of our immediate goals after the success of last year's show was to bring this experience to new audiences, and I can't wait for families in Dallas to immerse themselves in a new holiday tradition."

In the spirit of giving, The Elf on the Shelf's Magical Holiday Journey invites guests to join them in spreading some holiday cheer by donating a toy to benefit Toys for Tots. The Toys for Tots toy drive will be collecting donations at both the Los Angeles and Dallas-Fort Worth locations.

"After the events of the past 18 months, people around the world are eager to connect in meaningful ways and create new memories," said Thao Nguyen, producer and co-head, Constellation Immersive. "*The Elf on the Shelf's Magical Journey* represents the future of family friendly entertainment experiences, and beautifully embodies the holiday spirit in an intimate and innovative setting."

Ticket prices start at \$19.95 for children and \$24.95 for adults and go on sale to the public at 11:00am PT on September 21st and are expected to sell out for this limited time run.

For more information regarding *The Elf on the Shelf's Magical Holiday Journey*, ticket pricing and packages, and how to buy, visit <https://elfontheshelfjourney.com>. Please also follow The Elf on the Shelf Experience on social media at @magicaelfjourney.

ABOUT THE LUMISTELLA COMPANY

CCA and B, LLC d/b/a The Lumistella Company, headquartered in Atlanta, Georgia, is the official source for the stories of Santa's North Pole. Originally founded in 2005 by a mother and daughter team, the company is home to a number of iconic Christmas brands, including: The Elf on the Shelf®, Elf Pets®, and Elf Mates®. Each of these brands, along with their global portfolio of intellectual property, is managed by The Lumistella Company and distributed through a broad assortment of consumer products, engaging immersive experiences and original entertainment-based content designed to create joyful family moments at Christmastime.

ABOUT CONSTELLATION IMMERSIVE

Constellation Immersive is an experience-based producing studio specializing in original content. The company collaborates with iconic talent and brands to create inspiring spaces at the convergence of pop culture, storytelling, design, and technology. Constellation Immersive is an affiliate of leading entertainment and sports agency Creative Artists Agency (CAA), along with founding partners, Crossroads Live, a global theatrical entertainment company and 30West, an investment company specializing in entertainment.

CHOCTAW STADIUM

Since its opening in 1994, Choctaw Stadium (formerly Globe Life Park in Arlington) has been the site of numerous major sports and entertainment events, including the 2010 and 2011 World Series, the 1995 MLB All-Star Game, and live concerts featuring Billy Joel and Paul McCartney. Home to the Texas Rangers for 26 seasons (1994-2019), Choctaw Stadium was reconfigured to a multi-purpose venue in the fall of 2019. It was the site of XFL pro football, USL League One pro soccer, and 50 Texas UIL high school football games in 2020. A full schedule of 2021 events have included, pro soccer and college and high school football, and the expansion team Dallas Jackals of Major League Rugby will call Choctaw Stadium home in 2022.

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