

NORDSTROM

Wollman Rink Announces Holiday Partnership with Nordstrom, Providing Skaters and Shoppers with Holiday Experiences

October 25, 2022

Nordstrom to Distribute 500 Free Skates to Children and Families Through *Nordstrom After School Free Skates*

NEW YORK (October 25, 2022) -[Wollman Rink NYC](#), the iconic New York institution located in Central Park, announced today a first-of-its-kind holiday partnership with leading fashion retailer [Nordstrom](#), designed to surprise and delight all visitors to Wollman Rink with unique, memorable holiday-themed offerings. The experience will run from November 1, 2022 through January 1, 2023.

Wollman Rink and Nordstrom share a commitment to supporting the communities they serve and are excited to work together to create programming that will benefit local families, schools, and groups during the holidays. Nordstrom will become the presenting sponsor of *Nordstrom After School Free Skates*, where they will distribute 500 free skates to children and families in the [NYC Parks after school programs](#).

Beginning November 1, Wollman Rink's rinkside tent will transform into the wintery Central Park, *Nordstrom Chill Lounge* for the holidays. Visitors to Wollman Rink will have the option to upgrade their rink admission by \$40 for *Nordstrom Chill Lounge* access, which includes expedited rink entry, skate rental concierge service, cozy seating, free lockers and complimentary coffee, hot chocolate, tea and refreshments.

Nordstrom will also play host to recurring weekend activations for all Chill Lounge guests and patio patrons with a *Warmth of the Season* hot chocolate tasting and *Skate n' Sit With Santa* —special appearances from Nordstrom's own in-store Santa for meet-and-greets with visitors on select days in November and December at Wollman Rink. As an added bonus, Nordstrom is offering all ticket purchasers a complimentary sweet treat at Nordstrom NYC just by presenting their ticket in-store.

"Must-do activities during the holiday season in New York City include ice skating at Wollman Rink in Central Park and shopping at Nordstrom. Now, our two organizations have joined forces to create one-of-a-kind activations that will further excite locals and visitors alike to take part in the holiday spirit," said **Stefanie Tomlin, General Manager of Wollman Rink and Vice President of Wollman Park Partners**. "We're also proud to have a philanthropic and community-oriented partner in Nordstrom providing children from NYC Parks' afterschool program the opportunity to visit Wollman Rink and experience the joy this time of year brings."

"There isn't anything more magical than New York City during the holidays," said **Jamie Nordstrom, Chief Stores Officer at Nordstrom, Inc.** "We love Central Park and have been long-time supporters in keeping their 21 playgrounds safe and well-maintained. We couldn't be more thrilled about our partnership with Wollman Rink and sponsoring this iconic and popular city tradition, especially having the opportunity to give back to the communities we serve through the free skate day program for NYC students. We're excited to join with New Yorkers of all ages, and tourists alike, in helping make merry and creating festive family memories that will last a lifetime."

More information will be posted on [wollmanrinknyc.com](#) in the coming weeks.

About Wollman Park Partners, LLC

[Wollman Park Partners](#) (WPP) is a coalition of New Yorkers representing decades of experience across multiple sectors; including sports and entertainment; finance; health and wellness; diversity, equity, and inclusion; real estate; culinary; non-profit; youth development and sustainability. The companies and organizations that make up WPP include Harris Blitzer Sports & Entertainment, Related Companies, Equinox, Ice Hockey in Harlem, Figure Skating in Harlem, Great Performances, Melba's Restaurant, YMCA of Greater New York, The Boys' Club of New York and Green City Force.

With this expertise, and a deep passion for New York City, WPP offers an energized, year-round experience of Wollman Rink NYC to both New Yorkers and visitors alike, with an emphasis on creating a vibrant, diverse, and inclusive space that promotes equitable economic opportunity and recovery in our City.

About Nordstrom NYC

It's the season to make merry and the Nordstrom NYC Flagship is the one-stop destination for customers with the very best gifts, festive experiences, and convenient services to make gifting easy and fun. Nordstrom is excited to offer customers seven-levels of incredible gifts at every price-point, from toys and games for kids, to cozy cashmere sweaters and matching pajamas for the whole family, to luxe designer offerings.

Nordstrom will welcome the arrival of Santa Claus back to NYC on November 25. Families are invited to participate in the daily Santa Snow Shows, featuring an appearance by the jolly old elf himself complete with a magical in-doors snowfall, at 2 p.m. and 6 p.m. Santa will be joined by a cast of Make Merry performers and characters throughout the store. Afterwards, Santa will be available to chat and take 'elf-ies' with children in the new Santa House located on Lower Level Two. Nordstrom is committed to making holiday shopping easy and convenient with free in-store gift help, same day and next day pick up, gift wrapping, Santa Sacks, styling services and personalization. Customers are also invited to enjoy a glass of wine or meal at one of its six food and beverage offerings, including Broadway Bar which will be transformed for the season to Sleighbell Lounge featuring holiday-inspired cocktails and weekly performances.

Nordstrom is located at 225 West 57th Street, just steps from Columbus Circle. For more information, please call Nordstrom NYC at (212) 295-2000.

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