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Santa, Snow and a Holiday Show: Snowflake Lane Returns for the Holidays

Now in its 22nd year, the complimentary nightly parade is a must-see between Black Friday to Christmas Eve

BELLEVUE, Wash.—Nov. 3, 2026—One of the Pacific Northwest's most iconic traditions is back this holiday season. Snowflake Lane, presented by The Bellevue Collection and the Kemper Freeman family, returns Friday, Nov. 27 through Thursday, Dec. 24. Set between Bellevue Square and Lincoln Square from NE 4th to NE 8th Street, the free nightly parade at 7 p.m. transforms the area into a winter wonderland complete with a festive cast of dancers, costumed characters, parade floats, holiday music, sparkling lights and falling snow. For more information, including tips and frequently asked questions, visit snowflakelane.com.

"In looking back on the more than two decades Snowflake Lane has been around, it's incredible to see how it brings multi-generations and the community together to celebrate the holidays," said Jennifer Leavitt, senior vice president of marketing for The Bellevue Collection. "We are proud of that legacy and are grateful to the Kemper Freeman family for providing this gift to the region, so everyone has the opportunity to experience the season's magic and wonder."

Produced locally by Greg Thompson Productions, the annual spectacle features a talented cast of dancers and performers—mostly students—who dazzle guests as toy drummers, jingle belle dancers, snow princesses and more. Snowflake Lane began after Kemper Freeman Jr. visited New York City's Fifth Avenue and Chicago's Magnificent Mile in the early 2000s. Inspired by these trips, he set out to create a one-of-a-kind celebration for the local and regional community to come together and share the joys of the holiday season in the heart of Downtown Bellevue. Throughout the years, the tradition has continued to evolve into the renowned celebration Snowflake Lane is today.

Other Snowflake Lane fun facts include:

- It draws nearly 400,000 guests during the 28-night celebration
- It snows nightly at the parade with 55+ snow machines
- There are nearly 180 parade characters each night, including snow princesses, jinglettes, fairies, ribbon dancers, toy drummers, snow flurry color guards, polar bears, teddy bears and snowmen and Santa
- This year, 80,000+ pieces of candy will be handed out
- 850+ gallons of snow are used throughout the season

Snowflake Lane is the perfect addition to a day at The Bellevue Collection, the ideal destination for all holiday preparations. In addition to Snowflake Lane, The Bellevue Collection will also offer the following holiday programming:

- **Santa Photos at Snowflake Lane Factory (Nov. 27-Dec. 24 | Bellevue Square Center Court, Second Level) –** Children and families can pose for a photo with Santa inside the Snowflake Lane Factory. Learn more at bellevuecollection.com/holiday.
- **Tree Lighting (Friday, Nov. 27 | Bellevue Place, Wintergarden) –** Following the first night of the Snowflake Lane parade, guests are invited to watch Santa count down to the lighting of a 30-foot holiday tree, complete with pictures with Santa and characters, plus music, cocoa and cookies.
- **Snowflake Lane Getaway Hotel Packages –** Bellevue is the perfect drivable getaway for holiday shopping, dining and relaxing with friends and family. Book a weekend getaway at any of The Collection's three on-site luxury hotels, including Hyatt Regency Bellevue, The Westin Bellevue or W Bellevue, and receive a $100 Bellevue Collection gift card per night stay to shop and dine at The Bellevue Collection. To book a room or for more information, visit bellevuecollection.com/getaway.
- **Holiday Entertainment (Dec. 1-4 and Dec. 7-11 | Bellevue Square Center Court) –** Enjoy holiday music as local school choirs and orchestras perform in Bellevue Square's Center Court. For details, visit bellevuecollection.com/holiday.
- **Season of Celebrations (Dec. 3-Dec. 24| Bellevue Square Center Court) –** Visit Bellevue Square Center Court to engage with Season of Celebrations, a 20-foot immersive screen to learn about celebrations around the world.

For more information about Snowflake Lane, visit snowflakelane.com, for holiday happenings, visit bellevuecollection.com/holiday, and for holiday hours, visit bellevuecollection.com.

Media assets are available, including Snowflake Lane videos and photos here (photo credit: Chance Merchant).

About The Bellevue Collection/Kemper Development Company

Located in the heart of Bellevue, Wash., The Bellevue Collection is comprised of four developments owned by family-operated Kemper Development Company and affiliates. The first is Bellevue Square, a super-regional upscale shopping center and restaurants, which is joined by Bellevue Place, a mixed-use property featuring offices, the Hyatt Regency Bellevue and small boutiques. The third development, including Lincoln Square North and South, is anchored by Cinemark & Cinemark Reserve Lincoln Square, The Westin Bellevue, W Bellevue, restaurants and home furnishing stores, along with premier office space and luxury high-rise residences. Combined, The Bellevue Collection features more than 200 shops, The Dining District with over 50 restaurants and entertainment venues, 1,100 luxury hotel rooms and 12,500 free retail parking spaces all in one place—making it the region's largest shopping, dining, nightlife and entertainment destination. For more information, visit bellevuecollection.com or follow on Facebook, Instagram, or X.

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