



#### FOR MORE INFORMATION

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## Celebrity Chefs Bring Outsized Holiday Fun to Great Wolf Lodge Pocono Mountains and Maryland During Annual Snowland Celebration

**CHICAGO** - (Nov. 21, 2024) – Two confectionary masters are baking up some whimsical holiday fun for the upcoming Snowland celebration at two [Great Wolf Lodge](#) locations – the indoor water park resorts in Perryville, Maryland and Pocono Mountains, Pennsylvania. Cake artists and pastry chefs extraordinaire, [Duff Goldman](#) and [Ashley Holt](#), are partnering with Great Wolf Lodge to design and build a larger than life gingerbread “lodge” display that will be available for families visiting the resorts starting December 4, 2024.

The family resort destination challenged the two chefs to create something grand this holiday season, which resulted in two giant gingerbread “lodge” displays that majestically blends Great Wolf Lodge’s rustic charm, enchanted winter whimsy and a splash of family fun. Baltimore native, Goldman, was tasked with coming up with a display for the Maryland resort, while Connecticut-based artist, Holt, will add her creative flair to the Pocono Mountains display. While these magnificent displays are sure to enhance the holiday spirit, visitors to the lodge can also help support two incredible non-profit organizations – [Icing Smiles](#) and [Believe In Tomorrow Children’s House at Johns Hopkins](#).

To support these two organizations, visitors to the resort need to post a family photo with the magical holiday displays to their social channel, tagging Great Wolf Lodge and using either #TeamGWLPOconos or #TeamGWLMaryland based on the resort they are visiting. The Chef whose display gets the most social shares will secure a \$15,000 donation for their designated charity, with a \$10,000 donation going to the runner-up. Social shares in support of Chef Duff’s display will benefit Believe In Tomorrow’s Children’s House at Johns Hopkins with Icing Smiles being the benefactor for Chef Ashley’s display.

“We’ve done some pretty wild stuff with Great Wolf Lodge before—like that cake with the tipping bucket for the Maryland resort’s grand opening and the world’s biggest smash cake for their first birthday—but this gingerbread display? It’s on a whole other level. It’s going to be huge! We’re talking over-the-top, super fun, and totally magical,” shared Goldman. “I hope families love it as much as we loved making it, and if we can help an awesome cause while we’re at it, even better.”

“This was one of the coolest projects I’ve ever worked on! I wanted to go all out with our gingerbread lodge display, and it was such a fun chance to flex a variety of creative muscles,” said Holt. “The holidays at the resort during Snowland are already so magical, so we knew this needed to be something truly special. I think families are going to be blown away by it, and I hope they share their excitement on social media to help us support Icing Smiles even more!”

Families not able to visit the lodges during the Snowland celebration can also get in on the festive fun, and still support these two wonderful non-profits, by posting their own Great Wolf-inspired holiday photo to their social account and using one of the designated hashtags (#TeamGWLPoconos or #TeamGWLMaryland) along with tagging Great Wolf Lodge.

During its annual **Snowland** celebration from Nov. 25 through Jan. 6, families will be immersed in a winter wonderland, with daily snow showers, visits from Santa, seasonally themed crafts, holiday stories and songs, and much more. The activities offered during Snowland this year include:

- “Twas the Night Before Snowland” Yoga Tails – Start your day with a flex and stretch in our fun-filled yoga class that celebrates the holiday season.
- Seasonal Games – Make merry with a round of Bingo, learn the reasons for the season with our holiday Trivia, or see if you can create the ultimate wonderland experience by completing the Great Wolf Lodge Snowland Scavenger Hunt.
- Visits with Santa – Don’t forget to bring your list! From November 25 until December 23, there will be surprise visits from Santa himself.
- Seasonal Crafts – Grab your family and prepare to get your creative juices flowing with a DIY jingle bell craft kit, color your own picture frame and make your own one-of-a-kind snowflake.
- Frosty Fest Family Dance Party – Shake the snow off your shoes and have a holly jolly time boogying down at our joyous holiday dance party.

Snowland is just one of four seasonal celebrations hosted at Great Wolf Lodge annually – others include Spring Breakout, Summer Camp-In and Howl-O-Ween. Year after year, North America’s largest family of indoor water park resorts looks for ways to enhance its programming and encourage guests to experience the changing seasons with their families at Great Wolf Lodge. For more information about Great Wolf Lodge or this year’s Snowland celebration, guests are encouraged to visit [www.greatwolf.com](http://www.greatwolf.com).

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#### **About Great Wolf Resorts, Inc.**

Great Wolf Resorts, Inc. owns and operates North America’s largest family of indoor water park resorts. Great Wolf Lodge offers a fully integrated resort experience designed specifically for families, with an expansive indoor water park, family-friendly attractions, fun-filled entertainment, delectable eateries and more, all under one roof. The company has locations in: Wisconsin Dells, Wis.; Sandusky, Ohio; Traverse City, Mich.; Kansas City, Kan.; Williamsburg, Va.; Pocono Mountains, Pa.; Niagara Falls, Ontario, Canada; Mason, Ohio; Grapevine, Texas; Grand Mound, Wash., Fitchburg, Mass., Charlotte, N.C.; Garden Grove, Calif., Colorado Springs, Colo., Bloomington, Minn., LaGrange, Ga., Gurnee, Ill.; Scottsdale, Ariz.; Manteca, Calif. and Perryville, Md. The company celebrated the grand opening of its two newest resorts in Webster, Texas (Aug.) and Naples, Fla. (Sept.) and has another resort opening soon in Mashantucket, Conn. (Spring/Summer 2025).

### **About Duff Goldman**

Duff Goldman is a classically trained chef, best-selling author, and artist known for his dazzling, creative approach to food and desserts. He believes in the power of inner creativity and is on a mission to spread fun and joy through the simple science of baking. Duff first rose to fame on the hit Food Network show *Ace of Cakes*, as he welcomed viewers into his innovative cake shop, Charm City Cakes, where he and his team reimagined the possibilities of cake design by building spectacular custom cakes. His fun-loving personality and culinary talents have made him a television mainstay, and today he can be found mentoring the next generation of bakers on the Food Network's *Kids Baking Championship*, as well as a long-standing judge on the network's *Holiday Baking Championship* and *Spring Baking Championship*. Fans across the country can elevate their own celebrations with Duff's delicious cakes available on GoldBelly.com, party essentials on Hallmark.com, all-in-one baking kits from Baketivity, and a variety of recipes from his New York Times Best-Selling cookbooks. For more information follow Duff on [Facebook](#), [Instagram](#), and [X](#) or visit [www.Duff.com](http://www.Duff.com).

### **About Ashley Holt**

Ashley Holt is an Emmy Award-winning Food Stylist, Culinary Producer, and celebrated Food Artist known for her stunning creations and dynamic presence both on and off camera. She gained early recognition as the winner of TLC's *Next Great Baker* and a featured talent on two seasons of *Cake Boss*, before earning the title of "Queen of Cakes" on two seasons of Netflix's *Bake Squad*. As the founder of the renowned cake studio Sugar Monster, Ashley created bespoke cakes for celebrities, musicians, high-end fashion brands, global tech and entertainment giants, television networks, and commercials, cementing her reputation as a visionary in the culinary arts. Known for her innovative techniques and ability to transform food into art, her creations—including intricately designed cakes and life-sized installations—have been showcased on *The Today Show*, *Good Morning America*, *The Drew Barrymore Show*, and other prominent talk shows and national publications. For more information follow Ashley on [Instagram](#), [Facebook](#), [TikTok](#) or visit <https://www.sugarmonstersweets.com/>.

### **About Believe In Tomorrow Children's Foundation**

Believe In Tomorrow Children's Foundation provides exceptional hospital and respite housing services to critically ill children and their families. Their unique programs bring comfort, hope, and joy to children and their families, enabling them to renew their spirits mentally and physically. They believe in keeping families together during a child's medical crisis, and offering a support system for when families need it the most. The Believe In Tomorrow Children's House at Johns Hopkins has been the cornerstone of Believe In Tomorrow's hospital housing program for over 30 years. It has provided overnight accommodations to families of children receiving treatment at the world-renowned Johns Hopkins Children's Center in Baltimore, MD. This facility has provided an average of 2,000 overnight stays each month to families from every state in the U.S. and over 90 countries worldwide.

### **About Icing Smiles, Inc.**

Icing Smiles is a nonprofit organization that provides custom celebration cakes and other treats to families impacted by the critical illness of a child. We understand that the simple things, like a birthday cake, are luxuries to a family battling illness. Our goal is to create a custom cake for the ill child, or their sibling, that provides a temporary escape from worry and creates a positive memory during a difficult time.