

Hot Stuff!: Lehigh Valley Zoo Announces Partnership With Stuffed Puffs®

Lehigh Valley Marshmallow Company to Become “Official S’mores of Winter Light Spectacular”

By Matt Provence

SCHNECKSVILLE — Winter Light Spectacular (WLS) has been the perfect way to celebrate the holiday season since 2014. Going into its eighth year, WLS is excited to perfect a popular holiday treat, as Lehigh Valley Zoo has announced a partnership making Bethlehem-based Stuffed Puffs® the “Official S’mores of Winter Light Spectacular.”

With four fire pits throughout the zoo, making s’mores has always been part of the family tradition at WLS. This year, Stuffed Puffs® Classic Milk Chocolate Filled Marshmallow will make s’mores easier and better with their fluffy vanilla marshmallow stuffed with real milk chocolate that melts from the inside out.

“The only thing better than the perfect s’more is enjoying one in the festive environment at Winter Light Spectacular,” said Amanda Shurr, President & CEO of the LV Zoo. “Not only are we thrilled to offer Stuffed Puffs® Filled Marshmallows, but we are truly appreciative to be partnering with a company based here in the Lehigh Valley.”

WLS, presented by Service Electric and sponsored by T-Mobile, is scheduled for 35 dates this season, spanning from Friday, Nov. 12, through Saturday, Jan 1. Tickets are on sale now at winterlightspectacular.com.

Located at the LV Zoo and set up by Christmas Decor, WLS is the Zoo’s largest annual fundraiser and was featured by USA Today in “Holiday light displays worth traveling for across America.”

In addition to the Stuffed Puffs® fire pits, WLS features 1.2 million lights – a total more than any other Pennsylvania attraction, classic holiday scenes, numerous family photo opportunities, hot chocolate and so many other holiday treats. There will also be live performances every night featuring popular princesses Anna & Elsa, Belle and Cinderella. Revenue from the event supports animal conservation projects and programs at the LV Zoo.

Ticket prices for WLS 2021 remain the same as last year: \$15 for adults, \$10 for children (ages 2-11) and \$8 for LV Zoo Members, prior to online processing fees. Infants (ages 0-1) are free and there is no fee for parking. VIP Tickets priced at \$30 for adults and \$25 for children are available in limited quantities.

Please visit winterlightspectacular.com and follow the Zoo on Facebook for daily WLS updates, promotions, contests, weather cancellations and so much more.

Stuffed Puffs® has redefined the marshmallow category as one of the only innovative brands to ever fill marshmallows with real milk chocolate. Founded in 2019 by Michael Tierney, Stuffed Puffs® believes that Life Is More Fun Filled™ and that is meant quite literally. Their Classic Milk Chocolate Stuffed Puffs® melt from the inside out for the perfect S’more. They also can be used as a staple ingredient in baking, cooking, hot cocoa, or devoured straight out of the bag. BIG bites™ filled and coated marshmallows are the latest addition to the Stuffed Puffs’ collection of everyday flavors filling that sweet treat craving. Stuffed Puffs core line of Classic Milk Chocolate, Chocolate-on-Chocolate, and Cookies `n Crème Filled Marshmallows and NEW Big Bites™ S’mores, Birthday Cake and Cookies n Creme are available at stuffedpuffs.com and can be found at many Walmart locations nationwide. For more information, visit stuffedpuffs.com or Facebook, Instagram or Twitter.



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