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**Breaking News from Elf Magic™ North Pole Newswire!**



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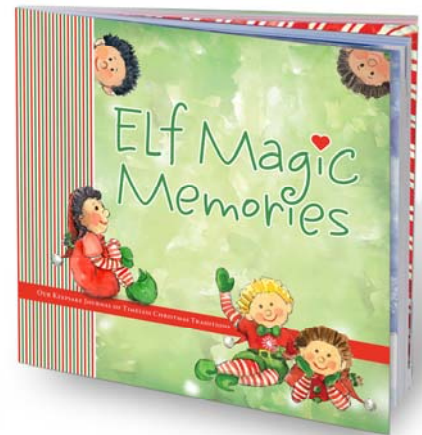
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## **NEW 'ELF MAGIC MEMORIES' KEEPSAKE JOURNAL CAPTURES CHILDREN'S SPECIAL MOMENTS WITH SANTA'S HELPERS**

*– From photos to stickers, scrapbook-style journal makes it easy for generations  
to share special Elf Magic memories –*

**NORTH POLE (Sept. 28, 2009)** – Santa announces today the release of a new journal to make it simple and fun for families to capture their memories with Elf Magic, the booming tradition of “magical” elves whose visits to children’s homes throughout the Christmas season are punctuated by nighttime antics and loving daytime play.

Entitled “Elf Magic Memories,” the scrapbook-style journal helps families archive photos and stories about their elf experiences into one location. “Elf Magic Timeless Memories” is available for shipment from the North Pole for \$24.95 at [www.Elf-Magic.com](http://www.Elf-Magic.com).



***'Elf Magic Memories' journal makes it easy for families to archive their magic elf visits. Visit [www.Elf-Magic.com](http://www.Elf-Magic.com) for ideas to start filling your journal this Christmas season!***

“The journal is a timeless keepsake that can be passed down, along with the Elf Magic tradition, from generation to generation,” says Piper Worthington, official spokeswoman for Santa and Chief Elf Officer of Elf Magic. “The journal was inspired by my family’s own efforts to remember the good times we’ve had with our special elf encounters.”

The Elf Magic tradition begins when a child, along with a parent or grown-up, writes a letter to Santa asking for an elf to visit. From there, the child leaves out the elves’ favorite treat, crackers and water, to lure an elf. Eventually, an individually named, 10-inch plush elf with a snowflake over his or her heart “magically” appears in the home between Thanksgiving and the days leading up to

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Christmas. Each elf arrives with *North Pole Snowflakes*, an Elf Magic poem and tips to make the Elf Magic experience memorable for children and parents.

Elf Magic then shakes up holiday households as the elf comes to life at night through a dusting of *North Pole Snowflakes* to embark on *Elfcapade* adventures – the remnants of which surprise children as they awake the next morning. The elves leave no shred of creativity untouched, from toilet-papering the living room to accidentally locking themselves in the freezer (because the frosty temperatures remind them of their North Pole home).

All the fun doesn't happen at night – Elf Magic elves enjoy being held and loved throughout the day. Their visit is only for a short time, so playing with the elf makes the visit even more special. On Christmas Eve, Santa picks up the elf to help deliver all the toys, but the same Elf Magic elf will “magically” return each year to celebrate Christmas again.

An elf's travel ticket from the North Pole to a child's home is \$29.95. Visit [www.Elf-Magic.com](http://www.Elf-Magic.com) or call 1-877-Elf-Magic (1-877-353-6244) for more information about how Elf Magic can become a timeless Christmas tradition for your family.

### **ABOUT ELF MAGIC**

Elf Magic is the booming tradition of Santa's “magic” elves who visit children's homes during the Christmas season. The visiting elf comes to life at night to embark on all kinds of adventures – the remnants of which surprise children when they awake the next morning. Elf Magic elves are also very sweet and enjoy being held and loved throughout the day. While some of the elves have mischievous streaks from time to time, Santa knows which elf will be the best fit for which family. So whether it's excitement or simple companionship a family wants from their elf, Santa will make sure the right elf arrives to that home. For more information, visit [www.Elf-Magic.com](http://www.Elf-Magic.com) or call 1-877-Elf-Magic (1-877-353-6244).

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