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Breaking News from Elf Magic™ North Pole Newswire!



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NEW ELF MAGIC SNOWFLAKE PRINCESS DRESS ENSURES GIRL ELVES LOOK SIMPLY CHIC THIS CHRISTMAS

– Elf Magic Snowflake Princess Dress joins line-up of eye-catching elf apparel –

NORTH POLE (Sept. 28, 2009) – Renowned for its innovative clothing designed specifically to accommodate the unique shape of Santa’s elves, the North Pole Fashion House today revealed its most exciting piece yet: an elegant, tea-length Elf Magic Snowflake Princess Dress, made of satin and overlaid in lace that appears to be dusted in snowflakes.

Elf Magic is 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.

Inspired by a color that blankets much of the elves’ North Pole terrain – snowy white – the Elf Magic Snowflake Princess Dress unites North Pole vogue with real-world functionality.

Designed with diversity in mind, the dress serves as the perfect elf outfit when accompanying a child to a neighborhood Christmas party or morning church service. The Elf Magic Snowflake Princess Dress includes six colorful, interchangeable satin bows – available in red, pink, yellow, green, white and black – for all occasions, such as Easter or a child’s first communion. The dress can be shipped from the North Pole for \$12 at www.Elf-Magic.com.



With interchangeable bows in red, pink, yellow, green, white and black, the Elf Magic Snowflake Princess Dress adds sophistication to an adorable line of elf apparel. Visit www.Elf-Magic.com to plan a wardrobe for your elf's magic arrival!

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“The head designers at Elf Magic have a pulse on the wardrobe wishes of Santa’s best friends,” says Piper Worthington, official spokeswoman for Santa and Chief Elf Officer of Elf Magic. “It’s actually pretty simple – elves want to be stylish, but they have to be comfortable, especially at night as their adventures unfold. The dress is one for all occasions with its six interchangeable bows in red, black, pink, yellow, green and white.”

Most often spotted in trademark red, green and yellow-accented elf suits, 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 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 “magically” returns 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 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 or call 1-877-Elf-Magic (1-877-353-6244).