

***** For Immediate Release *****

Breaking News from Elf Magic™ North Pole Newswire!



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ELF MAGIC CHRISTMAS TRADITION GROWS WITH ADDITION OF NEW ELF FRIENDS IN 2009

– New Elf Magic friends will help Santa fulfill more children’s wishes this Christmas –

NORTH POLE (Sept. 28, 2009) – Santa announced today from the snowy steps of his workshop that, in 2009, new elves who relocated to the North Pole from a southern village will join 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.

With Santa receiving a record number of letters in 2008 from children requesting special friends to visit their homes, he asked Elf Magic’s new crew-cut boy elves and bobbed-cut girl elves, all with black hair and light skin tone, to move from their southern village to help him grant as many children’s Elf Magic wishes as possible – while still leaving enough helpers at the North Pole to make toys for Christmas.

“Every year, more and more children ask Santa to send an elf to their homes, and he wants as many families as possible to be able to experience the fun of Elf Magic first hand,” says Piper Worthington, official spokeswoman for Santa and Chief Elf Officer of Elf Magic. “The new elves are just as lovable and playful as their other Elf Magic friends, and they can’t wait to start appearing in homes this year.”



With Elf Magic’s new friends – light-skin-tone crew-cut boys and bobbed-cut girls (pictured) with black hair – Santa can grant more children’s wishes for magic elves to visit their homes this Christmas. Visit www.Elf-Magic.com for more information.

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While their physical characteristics are new to the Elf Magic line-up, the tradition remains the same: 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.

"These elves certainly are sweet – and, yes, some of them have mischievous streaks from time to time – not necessarily every night, though," Worthington says. "Santa somehow knows which elf will be the best fit for which family. So whether it's excitement or simple companionship the family wants, Santa will make sure the right elf arrives at that home."

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).