

Santa Is Coming to Town Early!

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SANTA APPROVES OFFICIAL PARTNERSHIP BETWEEN TWO FAMILY CHRISTMAS TRADITIONS

Arizona's North Pole Experience™ Announces Partnership with The Elf on the Shelf®; A Christmas Tradition



Phoenix, Ariz. (September 20, 2011) - Santa has made an official proclamation this year, approving the partnership of The North Pole Experience and The Elf on the Shelf for 2011 and beyond. Santa's little helper, The Elf on the Shelf: A Christmas Tradition has teamed up with the North Pole Experience, (NPX), Santa's unique and critically acclaimed, interactive workshop in Greer, Arizona.

Ranked in Inc. magazine's list of top 500 fastest-growing companies in 2010 and 2011, The Elf on the Shelf is based on a Christmas tradition Carol Aebersold began with her family in the 70's. The story reveals Santa's biggest secret: that he actually learns who is naughty or nice by sending a scout elf to children's homes during the holidays. Before the elf can properly begin its duties, and gain its Christmas magic, it must first be named and adopted into the family. Each night the elf reports back to Santa but returns to its new home before the children awake to find it has flown to a new vantage point in the home and is waiting to be found for a daily hide-and-seek ritual that entertains both kids and adults. The elf returns to the North Pole on Christmas Eve but happily rejoins its family each year.

"The magic of Christmas traditions captivate families year after year," said Christa Pitts, Co-CEO of The Elf on the Shelf. "When we heard about the North Pole Experience in Greer, we were incredibly excited and knew it would be the perfect fit for our little elf. The North Pole Experience is not only a unique, one-of-a-kind Christmas-based business, but it meets our core values on every level—ultimately bringing joy and magic to families everywhere."

The North Pole Experience is the home of Santa's most unique and authentic workshop in the U.S. Heading into its third year, the picture perfect Norman Rockwell type adventure, provides guests with a one-of-a-kind, intimate and memorable Christmas adventure of a lifetime. Perfect for families, guests enjoy a scenic trolley ride on either the Candy Cane or Snowball Express to the North Pole where they will have a hands-on experience building toys, working side-by-side with Santa and his elves inside Santa's famous workshop and headquarters.

"We are so excited for the North Pole Experience to provide a nostalgic, 'home' for the elf," said NPX CEO, Scott Pace. "The Elf on the Shelf and the North Pole Experience both share a unique holiday tradition that embraces the true Christmas spirit, full of 'believing' and memories. Both of our companies have garnered rave reviews across the country as evidenced by media attention and facebook reviews."

The two companies along with Santa have quite a few things up their sleeve leading up to Christmas. Some of the activities will include a joint Elf on the Shelf breakfast with Santa, character photo opportunities, social media giveaways with North Pole Experience tickets and Elf on the Shelf kits, a hide and seek workshop elf, and just last week Elf on the Shelf announced their animated Christmas special, "An Elf's Story" that will debut this Christmas! NPX and Elf on the Shelf will host a special viewing party for the movie here in Phoenix.

The North Pole Experience officially opens on November 18 and will run through December 27, 2011. Single adult tickets are \$55, and tickets for children 18 months and up are \$49. One night cabin packages for a family of four start at \$454, which include tickets to the North Pole Experience, dinner and "breakfast with Santa" at the award winning Molly Butler Lodge and accommodations in one of Greer's charming woodland cabins situated on private lots. Tickets can be purchased by visiting the website at www.northpoleexperience.com.

