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## Decking the Halls, Writing to Santa— Survey Reveals New Facts about Beloved Christmas Traditions

**NORTH POLE** (November 27, 2017) – As times change, traditions evolve—even the most time-honored holiday ones. That’s the finding of a new Christmas survey, which shows that although decades-old Christmas traditions remain popular with 2017 families (like writing letters to Santa, and decking the family Christmas tree)—they’re receiving new twists deserving of millennial moms.

The survey, commissioned by The Elf on the Shelf®, explored current holiday rituals\*, including decorations, family activities and communicating with Santa.

According to the poll, three out of four parents report that their children have written a letter to Santa Claus. And, despite kids’ obsession with electronics in today’s tech-driven world, nearly 96% of parents surveyed say that the letters their children write to Santa are handwritten on paper, as opposed to more modern, digital methods. Additional highlights include:

- **A tradition that spans generations:** Three-quarters of parents say that they have fond memories of writing to Santa at least once as a child. Additionally, more than half recall that the pure excitement of mailing the letter was what they remember most.
- **Santa brings families together:** More than two-thirds of the parents polled report that writing letters to Santa is a family activity in their households.
- **Rocking around the Christmas tree:** A vast amount of the parents surveyed reported that tree decorating is the leading Christmas activity in their households. Furthermore, nearly all parents (92%) reported that they have at least one ornament on the tree that their children have crafted.
- **Signed, sealed, delivered:** The survey found that the beginning of December is the most popular time for children to write their letters to Santa Claus – nearly half of children craft their notes at this time.

Now, thanks to some Christmas magic, compliments of The Elf on the Shelf®, families everywhere can keep with their preferred method of traditional letter writing without sacrificing the speed of electronic communication when it comes to contacting the big man at the North Pole. *Scout Elf Express Delivers Letters to Santa* is a new letter writing kit that reinvigorates time-honored holiday customs by putting a new and modern twist on writing to Santa.

“We believed that an overwhelming majority of children were still handwriting letters to Santa, and we wanted to make sure they knew that Santa was receiving their notes, while also helping parents capture those precious messages in a tangible way,” said Chanda Bell, chief storyteller at the North Pole. “At Santa’s prompting and with a little Christmas magic from Mrs. Claus’ Sweet Shop, we dreamed up the *Scout Elf Express Delivers Letters to Santa* storybook kit to create an experience the entire family will enjoy.”



The kit, which combines several treasured Christmas traditions, including letter writing, baking, trimming the tree, and – of course – The Elf on the Shelf®, is the fastest way to deliver letters to the North Pole.

“This new take on writing to Santa delivers a little more Christmas magic for kids to enjoy as they watch their full-sized note transform into an elf-sized creation right before their eyes in the oven. Placing these miniature notes next to their trusty Scout Elf, children won’t be left hoping their letter has reached Santa since the next morning they’ll find the tiny note returned as a keepsake ornament hanging upon the Christmas tree,” continued Bell.

*Scout Elf Express Delivers Letters to Santa* is available in stores and [online](#) now. And, for even more magical holiday fun, be sure to check out the first-ever music video from The Elf on the Shelf® here:

<https://youtu.be/1CSET7tiDJ0>

*\*The Elf on the Shelf® Christmas traditions survey, conducted by Pollfish of 1,000 parents who celebrate Christmas. Margin of error +/- 3.1*

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