



# NORTH POLE OVERVIEW



The Elf on the Shelf® and Elf Pets® create joyful family moments and bring holiday magic to children all over the world.

In just 14 years, more than 13 million of Santa's official Scout Elves and 2 million Elf Pets® have been adopted in 13 countries.



Featured on the best-sellers lists including *The Wall Street Journal*, *USA Today* and *Publishers Weekly*, **The Elf on the Shelf: A Christmas Tradition** tells the story of how Santa manages his nice list.



**Elf Pets: A Fox Cub's Christmas Tale** is the newest animated special from Scout Elf Productions™. It tells how Santa travels the world in one night while the Scout Elves, Arctic Foxes and a boy named Michael discover nothing is more powerful than hope.



**Orna-POP!™ Advent Countdown** is an action-packed holiday countdown for the whole family! Kids bob and pop self-inflating mylar ornaments for a variety of reveals—jokes, riddles and games.



**Elf Pets®** are Santa's special pals that kids can adopt and love. Sent straight from the North Pole, each pet comes with a special storybook and an official adoption certificate.



The **Claus Couture Collection®** is a full line of fashionable clothing for Scout Elves and Elf Pets® that continue to inspire Santa's North Pole helpers to show off their unique personalities.



**Elf Pets: Santa's St. Bernards Save Christmas** is an animated special that tells how the Scout Elves, Saint Bernard pups, and a big-hearted family join together to help restore Christmas spirit.



Exceeding 2.5 million DVD sales worldwide, **An Elf's Story** is the Scout Elves' first animated adventure. This film has become a holiday classic families look forward to watching every year!



**The Elf on the Shelf®** balloon will appear in the Annual Macy's Thanksgiving Day Parade® for the eighth year. Joining the iconic balloon for its second year is the Elf Pets® float.