

DEMDACO®

lift the spirit

For Immediate Release

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DEMDACO® captures the magical spirit of a beloved holiday children's book with delightful new companion products.



December 17, 2015, Leawood, KS —
DEMDACO®, the Leawood, Kansas-based wholesale distribution firm specializing in gift and home décor products, is delighted to introduce an exclusive collection of gift products inspired by the New York Times Bestseller, *The Christmas Wish* by Lori Evert and Per Breiehagen. The charming assortment of wall art, ornaments, plush toys and more reflect the heartwarming story that has become a beloved holiday children's classic.

Exclusive Gift Products only from DEMDACO® MSRP \$8.50 - \$30



The Christmas Wish is the story of Anja, a brave and kind child, who sets out on an adventure to make her dream of helping Santa Claus come true. With the generous help of many animal friends – from a bright cardinal to a strong horse to a gentle polar bear – Anja joyfully travels the snowy terrain to meet her Christmas hero.

The book's heartwarming narrative was spun from the creative imagination of prop, set, and wardrobe stylist Lori Evert when her husband, award-winning photographer Per Breiehagen, captured their real-life daughter, Anja, in a magical image with a reindeer. The trio embarked on a family project to bring the timeless Nordic story to life by illustrating it with breathtaking photographs starring the kind and adventuresome Anja.

Now admirers of the beloved holiday children's book can embrace and share the story of *The Christmas Wish* through charming companion gifts and decorative accessories that reflect the book's delightful characters and magical adventures. Per's captivating photography stars on beautiful wall art, mugs and note cards, while precious plush toys, snow globes and ornaments depict characters and scenes from the story. Children, parents and grandparents alike will delight in their personal pieces of the magical tale and treasure memories made through sharing these gifts.

This delightful collection from DEMDACO is currently available for purchase by retailers. Make an appointment to visit one of our showrooms, or for more information and to order product, contact your Account Executive or DEMDACO Customer Care at 888.336.3226 or customercare@demdaco.com, or by visiting the DEMDACO web site at DEMDACO.com. Beginning January 1, 2016, DEMDACO products will be represented by OneCoast, the nation-wide sales and marketing company.

About DEMDACO®

DEMDACO's purpose statement is very simple; to pursue business the way it ought to be. We realize that this compass setting requires constant evaluation and calibration, and we realize that we fall short of our goal every day. But we're committed to the notion that business does not have to be solely a financial endeavor. It is first, and foremost, a human endeavor.

Founded in 1997 by Demi and Dave Kiersznowski, DEMDACO offers a hand-selected collection of tailor-made products that celebrate how people live in their homes, engage with family and friends, and treat themselves. The special assortment of unique designs includes products for gifts, home & garden, fashion & jewelry, baby & kids, bath & body, holidays and celebrations.

For more information about DEMDACO products, please contact Customer Care by phone at 888.336.3226, email customercare@demdaco.com, or visit the DEMDACO web site at DEMDACO.com. Visit our DEMDACO showrooms in Atlanta, Dallas, Las Vegas and Denver.

For editorial or PR inquiries, or to request images, please email DEMDACOPress@demdaco.com.

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