

The Elf on the Shelf® Scout Elves fulfill an extra special role at the North Pole as Santa's "eyes and ears" in the human world.

5 Facts About Scout Elves

- ★ They receive their magic once adopted and named by their family.
- ★ They fly nightly to the North Pole to report to Santa, helping to craft his nice list.
- ★ They land each morning in one spot to be found by their family.
- ★ They match the personality of their family; some are laid-back while others are more adventurous or silly.
- ★ They are very good at sitting still and being excellent listeners.



The World's Most Popular Elf by the Numbers:

14.5 Million

Scout Elves adopted around the globe since 2005

75 Million

views of YouTube content, including songs, trailers and animated videos

31.2 Million

views of the "Scout Elves Don't Rest" music video

29 Million

total views to date of *An Elf's Story* - the first animated special featuring *The Elf on the Shelf®*

#3

An Elf's Story ranked for all programming on Treehouse Canada with Girls ages 2-5 in the 2019 Christmas season

9 Million

searches in November and December 2019 for "The Elf on the Shelf"

1.9 Million

Scout Elf™ App Downloads

The Elf on the Shelf: A Christmas Musical traveled to over

30 cities

in the US in its debut year

Fans watched **843,000 hours**, or **96 years** worth, of YouTube content in 2019

774K views and **25.4K** watch time on the all-new and original *Cocoa With Joe™* YouTube Talk Show in 4 weeks

An Elf's Story featured as a top kids TV show on **iTunes** and top kids Christmas show on **OnDemand**

17.8 Million

page views across all domestic and international websites in 2019

2.1 Million

minutes of Scout Elf™ and Elf Pets® games and activities played online in 2019

2.5 Million

worldwide social media fans and followers

50+ Global Licensees

across apparel, games, confection, hard goods and bedding



New animated entertainment premiering in 2020 and beyond!

The Tradition That Redefined Modern Christmas!

Each Christmas, Santa's Scout Elves help him manage his nice list, as told in the best-selling, award-winning tale *The Elf on the Shelf: A Christmas Tradition* by Carol V. Aebersold and Chanda A. Bell. This artfully illustrated storybook is part of a world-renowned box set, which also includes an adoptable Scout Elf™, keepsake box and official adoption certificate.



SCOUT ELVES

Santa's Most Trusted Helpers!



Contact Us

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