



FOR IMMEDIATE RELEASE

Global Christmas Phenomenon Launches Innovative 2020 Line in Celebration of 15th Anniversary

The Elf on the Shelf® and Elf Pets® brands bring new entertainment, immersive experiences and products to market

New York, New York (February 20, 2020) - Creatively Classic Activities and Books, LLC (CCA and B, LLC) the award-winning international company behind the perennial best seller, *The Elf on the Shelf: A Christmas Tradition*, announces its 2020 line, including new interactive games, activities, and a new animated special: *Elf Pets: Santa's Reindeer Rescue*.

"Our products, experiences and entertainment-based content bring the North Pole to life," said CCA and B, LLC President Michael Champion. "We entertain kids and families alike through rich and immersive storytelling. No other brand is more trusted at Christmastime to bring joyful family moments than ours."

2020 Highlights

- *Santa's Reindeer Rescue* animated special will follow Santa's original team of reindeer and clever Scout Elves as they jump into action to save Christmas through the power of love.
- The North Pole Advent Train offers a new take on Advent and is filled with Merry Mini mystery figurines and accessories to guarantee a countdown of playable fun. All aboard!
- Secret SnoPrize™ offers collectible mystery Scout Elf™ or Elf Pets® mini figures in a DIY activity kit for mounds of snow-filled winter fun.
- The Find the Scout Elves Game provides repeated opportunities for spirited, active fun for the whole family.
- The SantaGram Express magnetic activity board connects kids to the North Pole with games and a "slide and send" feature that uses Christmas magic to share messages with Santa and the Scout Elves.

CCA and B, LLC stands as an industry leader in the creation of holiday entertainment and products that foster joyful family moments and enduring holiday traditions. Celebrating its 15th anniversary in 2020, CCA and B, LLC has grown from a small family enterprise into an iconic Christmas company with books, games, activities, accessories, toys, and animated specials under The Elf on the Shelf® and Elf Pets® brands.

"What began as a small family business soon grew into a widespread sensation with global demand," said Champion. "While we continue to expand and diversify each year to tell the stories of our North Pole universe, it's really hard to believe all that the company and the brands we represent have achieved in just 15 short years. It's unheard of!"

The Elf on the Shelf® and Elf Pets® brands now boast more than 2.5 million social media fans and followers, as well as 8.7 million monthly global online searches in the months of November and December 2019. Collectively, their websites garnered over 17.8 million page views. On YouTube alone, the official Elf on the Shelf channel had over 75 million views as kids watched songs and specials, as well as a new North Pole talk show featuring Scout Elf Joe, called *Cocoa with Joe*, turning one of Santa’s own helpers into the latest viral YouTube star. Furthermore, thousands of families were delighted with the launch of *The Elf on the Shelf: A Christmas Musical* which launched in 2019 but is now set to tour in over 60+ markets in 2020.

About CCA and B, LLC

CCA and B, LLC is led by Co-CEOs Chanda A. Bell and Christa Pitts, who were founding members along with their mom, Carol Aebersold. They launched the company in 2005 to fulfill their dream of sharing a cherished family tradition about magical Scout Elves who listen to kids and report their adventures to Santa each night. Thus, the Christmas phenomenon [The Elf on the Shelf®](#) was born. Fifteen years later, 17 million Scout Elves and Elf Pets® have been adopted in homes around the world and CCA and B, LLC remains grounded in a deep commitment toward creating joyful family moments. The company has grown with a line of products including the [Elf Pets®](#), Scout Elf™ accessories, and four popular and beloved animated specials, three of which are in partnership with the production company Scout Elf Productions™. Ultimately, CCA and B, LLC is faithful to their mission of “tapping into the magic of believing and love of tradition at Christmastime by creating Christmas characters, stories and lore through consumer products, immersive experiences and entertainment-based content.

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Contact info:

For product or distribution opportunities, please contact: sales@elfontheshelf.com

For licensing information, please contact: licensing@elfontheshelf.com

For press inquiries, please contact jacqueline.jones@elfontheshelf.com

Corporate Office: 3350 Riverwood Pkwy SE, Suite 300, Atlanta, GA 30339

Telephone: 1-877-919-4105 (inside the United States) or 1-770-701-6157 (outside the United States)

Websites: <http://www.elfontheshelf.com>