

New Merchandise for 2003

As previously noted, there's a bevy of new products available for the Christmas 2003 season. Here's the first round of merchandise ready for retailers:

Futurebound LLC

There's a new way of telling Santa what you want for Christmas. Futurebound, LLC, has launched a unique project that links children, parents, and Santa Claus during the Christmas season. This "just in time for Christmas" package is called "Where's My Elf Hat?" Each morning children ages two to six will awaken to search for their personal elf hat, always in a different location around the house. The little hat becomes a personalized elf for the child and creates a special communication pathway to Santa Claus from Thanksgiving through Christmas Eve.

October, November, and December is an extremely busy time for Santa Claus and the "Where's My Elf Hat?" concept actually prepares the child's Christmas list well in advance of the Christmas rush. This package provides parents with not only the elf hat but detailed instructions to communicate with Santa during the Christmas season.

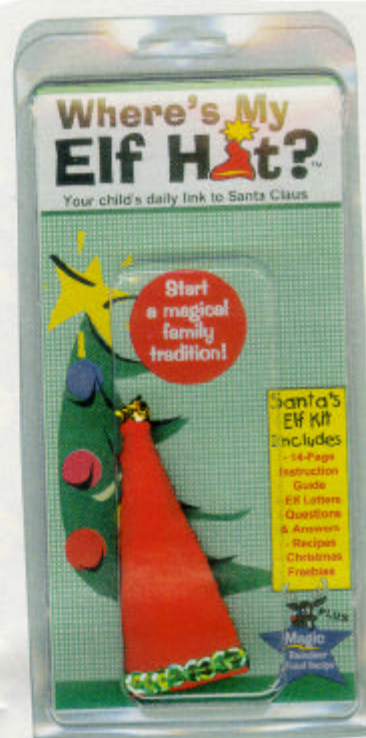
Mabyn Kean-Shingelton, president of Futurebound, received the idea from a friend years ago and has developed, designed, produced and marketed a product that matches the wishes of a child at Christmas and how parents can respond to these desires.

"The concept is very basic," Shingelton says. "It's almost like your child has a little pen-pal at Christmastime. Just after Thanksgiving a cute little red hat magically appears. Mom and Dad explain that the elf hat is a personal hat for their child or children. The child's imagination takes over, with a little parental guidance."

The elf hat comes with day-to-day instructions, along with suggested and personalized letters from the elf. There are also recipes like Magic Reindeer Food in addition to a backup support system on the company's website. Shingelton notes, "Where's My Elf Hat" incorporates every aspect of the spirit and meaning of the Christmas season, in not only the importance of the Nativity but how young children can also help those less fortunate through their own elf hat."



As shown in Giftware News,
March 2003.



"Where's My Elf Hat" comes with a booklet of information including tips and sample letters, questions and answers, and holiday recipes, allowing kids to communicate with Santa Claus. Suggested retail: \$9.95. From **Futurebound, LLC**, 6906 Moniteau Court, Baton Rouge, LA 70809; 866/ELF-HATS or **Circle No. 486**