



FOR IMMEDIATE RELEASE
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There's a new way of telling Santa what you want for Christmas. This new Christmas product is called "Where's My Elf Hat?" Each morning beginning after Thanksgiving and continuing until Christmas, children will awaken to search for their personal elf hat, always in a different location around the house. The little hat signifies that their Christmas elf has visited and creates a special communication pathway to Santa Claus.

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. Its benefits reach past the obvious and move into helping parents reinforce parenting. Santa's Elf Kit includes suggested elf letters which cover many topics to help give parents the necessary ideas to make the product work for them. Build your child's self esteem, encourage good habits or deliver hard to deliver Christmas gifts. There are elf letters that cover many topics. "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.

Mabyn explains, "The magic of how the elf comes is all explained in Santa's Elf Kit. The concept is very basic and it grows with your child as they get older. Young children may ask you to write notes to their elf and older ones will have a pen-pal at Christmastime. The \$7 package price includes the magical elf hat, suggested elf letters, and questions & answers. There are also recipes like Magic Reindeer Food in addition to a backup support system on our website. It's easy, affordable, fun and a tradition that your kids will remember for their lifetime."

The "Where's My Elf Hat" website's primary function is to assist parents in becoming the best elves they can be. Artwork, recipes, crafts are being uploaded to the site weekly for public use.

www.elfhats.com

Mabyn Kean-Shingleton, President of Futurebound LLC, received the idea from a friend years ago and has developed, designed, produced and marketed a product that matches the wishes of the child at Christmas and how parents can respond to these desires. Metro Enterprises, a division of The Association for Retarded Citizens of Baton Rouge, Inc., handles packaging for the company.