

# Magic Elf's 25 ways to help children understand the spirit of Christmas

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Over the course of time, the Christmas season has become so lost in gift giving that some say it has taken over the original traditions of the holidays. However, one new business is aiming to help families re-create Christmas' original spirit with an educationally entertaining product called "The Magic Elf."

The Magic Elf is a colorful and creative product highlighting the meaning and spirit of the Christmas season. The Magic Elf resembles a jolly Santa Claus, but also sports beautiful wings and holds 25 Christmas message cards in his hands. Every night from Dec. 1 to Dec. 25, parents hide the Elf in a different spot in the house. Each morning,

children search to find the elf then read his Christmas message for the day. Each message card has historical facts and information about the true spirit and meaning of Christmas. The Magic Elf's twenty-five daily messages are intended to teach children about the Christmas celebration. They include an explanation of why the holiday is called Christmas, why gifts are exchanged, the story of the Nativity, and suggestions for teaching children about the spirit of Christmas: being kind, giving, neighborly, patient, thankful etc.

The Magic Elf is the initial product offering of Rise and Shine Designs, Inc. founded by entrepreneurial mom, Nancy Vaughan of Newport Beach, California. "It is through the

seeking, finding and sharing of the Magic Elf messages that families grow closer and can develop the true spirit of the holiday season," says Vaughan.

The Magic Elf sells for \$19.95 and is available at children's bookstores and specialty stores around the country (check TheMagicElf.com website for store list). It can also be purchased online: [www.themagicelf.com](http://www.themagicelf.com) or by calling: (949) 645-0832. 10% of all 2005 Magic Elf holiday website sales is being donated to charity. Online shoppers can even choose the charity they'd like to support with their purchase.

For more information about Rise and Shine go to [www.riseandshinedesigns.com](http://www.riseandshinedesigns.com)



Magic Elf helps children understand the true meaning of Christmas with daily messages.