



April 2021

From the Cinnamon Mine to the Elves' Workshop ...

Add a huge dollop of magic to your festivities, with personalised International Elf Service Christmas Elf Letters from the North Pole!

This Christmas, give the ultimate secret gift that no one knows you're giving! One that mysteriously appears around the home, at the end of the bed, or enticingly tucked into the Christmas tree.

International Elf Service is delighted to launch its eighth edition 2021 collection of magical, personalised Christmas Elf letter bundles, all the way from the North Pole, taking children and families on unforgettable literary journeys to the Elves' Workshop. Unlike other conventional creations, International Elf Service doesn't focus on behaviour or a naughty or nice list. Instead, these captivating Elf letters combine delightful storytelling and illustrations with the excitement of family traditions; igniting imagination; and creating magical moments and childhood memories to treasure forever.

Brought to life with exquisite illustrations and splodges that you'd expect from busy Elves who make a huge amount of mess, these stunning Elf letters are created using 100% recycled paper and renewable twine. The eco-friendly personalised brown envelope bundles are also bound with rustic jute twine. Wrapped beautifully in sustainable boxes, the letters and envelopes sit upon natural wood-filler spirals made from pine and spruce excess from managed forests (or wood shavings from the Elves' workshop) finished with soft, cotton Candy Cane cord for an extra dollop of festive delight.

Unveiling new themes, mysteries, pranks and plenty of adventure each year, International Elf Service takes children to a world of Magical Wind Machines, Cinnamon Mines, and Emergency Pyjama Meetings. This year, discover the magical and sometimes topsy-turvy world of the Christmas Elves and their Emergency Pyjama Meetings.

Hear all about some dangerous and Super-Sticky deliveries, a series of mysterious appearances and disappearances, and how some Extra-Special Visitors make Christmas even MORE magical than usual. Find out what's on page 274,863 of Father Christmas' Book of Christmas Magic, why the Elves all receive a medal AND be the first to learn the words to the North Pole National Anthem.



Each International Elf Service Letter Bundle comes with a certificate from the Postmaster General, a map of the North Pole village and a huge dollop of magic. Choose from the following personalised letter bundles:

Elfie's Christmas Letters Ultimate Story Bundle (£38.95, ages 5-99):

25 Christmas Elf letters PLUS a letter from Father Christmas. To be delivered in an Advent Calendar style where the magical tale unfolds daily throughout December.

Christmas Elf Letters 7-Letter NEWS Bundle (£16.50-£19.50, ages 5-99):

7 'newsy' style Christmas Elf letters for daily delivery a week before Christmas or weekly during December!

Christmas Elf Letters 7-Letter ACTIVITY Bundle (£16.50-£19.50, ages 3-5):

7 Christmas Elf letters, each with a super Christmassy activity for daily delivery a week before Christmas or weekly during December!

International Elf Service Christmas Memory Boxes, containing 20 personalised pages to complete, are the perfect way to keep a magical record of special family Christmas Day memories forever!

International Elf Service Personalised Family Christmas Memory Box Tradition (£22.50) OR International Elf Service Personalised Baby's First Christmas Memory Box Tradition (£24.50)

And remember, International Elf Service also takes children on journeys to the magical worlds of the Easter Bunny, Fairies, Tooth Fairies and Birthdays too; including letters from our Fairies that reassure children about a range of 'big feelings' that can be difficult to understand.

So, grab a hot chocolate, get cosy and join us at <https://internationalelfservice.com> to escape to a world of magic, adventure and the perfect literary gift for any occasion!

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For more information, images or to request a sample, email us at press@internationalelfservice.com. Follow 'International Elf Service' on Facebook or @internationalelfservice on Instagram

Notes to Editors:

International Elf Service has been delivering magical, fun-filled letters since 2009 when creator, Emily Beckloff, began writing the letters for her children. In 2014, she launched International Elf Service online for other families and children (aged 3-99!) to enjoy. Elfie's Christmas Letter bundles can be personalised and customised to refer to Father Christmas or Santa Claus.