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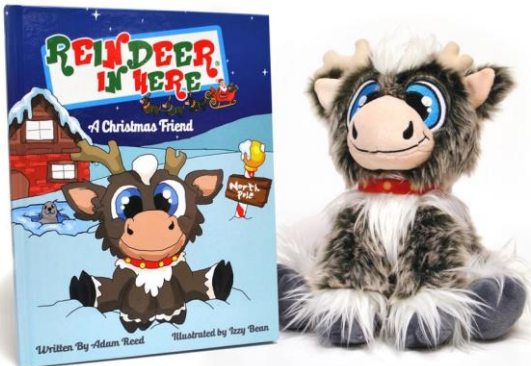


## CLEAR OFF THE SHELF: SOLD-OUT *REINDEER IN HERE* PLUSH & BOOK SET COMING TO SPECIALTY SHOPS

*Santa Is Sending Each Child A Christmas Friend To Learn About Them In Prep  
For Granting Their Perfect Christmas Wishes*

Playa Del Rey, CA (May 10, 2018) – When you combine the magic of Santa with the power of Amazon, goodness reigns. An endearing plush and book set called **Reindeer In Here** (\$29.99 at stores) began a global family Christmas tradition by selling out in under two hours on Black Friday 2017. It instantly became an Amazon #1 New Release and #1 Best Seller. The national press and online 5-star ratings went through the chimney!

This year, the blue-eyed reindeer with mismatched antlers returns -- in bulk -- for the first time on specialty and independent store shelves. It (to be lovingly named by child) carries a message from Santa that everyone is different, and being different is normal. And that every boy and girl should be visited by a reindeer in the weeks leading up to Christmas, so Santa can learn about each child and deliver their true Christmas wish. Look for the boxed set in select Hallmarks and other national specialty gift and toy stores.



The tradition of cuddling Santa's special reindeer between Thanksgiving and Christmas offsets another tradition that's losing steam with parents who are already flustered, so said many national media outlets.

*"Reindeer in Here doesn't want to narc on your kids; he just wants to tag along until Christmas."*

-- Newsweek

*"Reindeer in Here has officially solidified its place as the only bonafide direct competitor to Elf on the Shelf"*

-- PR News Channel

*"Inviting the Reindeer into your home means no stress for parents"*

- POPSUGAR

*"Elf on the Shelf has a new rival – and you're going to love him... He is cuddly and adorable"*

-- Today's Parent

*Reindeer In Here* is a simple concept. It is the first present of the holiday season from Santa. Cuddle it in bed or on the couch and read your child the storybook. The main character, to be named by each child, is kept and snuggled by them for the whole month of December. Youngsters quickly discover how a "misfit" reindeer from the North Pole came up with the genius idea to come to their house pre-Christmas to discover what makes each child different. After all, we are all a little different and that should be celebrated.

Turning the page, children discover even more unique characters. An adorable snowman named Cane, with a candy cane nose. That's different. Zig and Zag, two cross-eyed penguins who've never walked straight. Peeky the polar bear who sprouts just three hairs on his furry little head. And Cecelia (Ce-Seal-Ya), the adorable seal with the permanent smile on her face no matter what the circumstance. Kids are encouraged to name their plush pal and make it their own. Then the whole family includes the furry friend on their December adventures. On Christmas Eve, the Reindeer is placed under the tree so Santa can pick it up and return to the North Pole. Eleven months later the reindeer will return, delighted to see what hopes and dreams transpired over the year.

This first gift of the holiday season boasts sweet illustrations by Izzy Bean. The story is by dad of two, and TV producer, Adam Reed.

If it seems ironic that a TV producer would whip up a pretend story for children, it makes sense when you know Reed, author of another children's book, *Bee In The Sea*. His 2015 debut book has gone on to be awarded three first place Royal Dragonfly Awards, including Best New Author, a first place Purple Dragonfly Award, and a finalist award in the Next Generation Indie Book Awards. It is currently available on [Amazon](https://www.amazon.com).

After the success of *Bee In The Sea* and about a month before his daughter turned one, the new dad happened to be browsing in a store leading up to Christmas. He was looking for something to start creating holiday traditions with his family and only came across one option — an elf.

As the Reindeer In Here website, [www.ReindeerInHere.com](http://www.ReindeerInHere.com), describes the scene, "As he looked at it and dug into the story he was taken aback by how creepy it looked, how intimidating the story was to children, and how stressful the *tradition* came to be for parents."

"With that, he struck out to create a fresh new Christmas tradition not only for his family, but for children and families all over the world. In doing so he vowed to take all the negatives of the elf, and turn them into positives, creating a magical story, an adorable plush, and a holiday brand that would bring a new meaning to family traditions at Christmastime for years to come."



Adam Reed's daughter and inspiration cuddles her Reindeer



The overwhelming response on the two-hour Amazon Black Friday blitz were (only) five-star customer reviews, page after page! Many of them written by tired parents, up at night wrapping presents.

*I'm so glad to have found an alternative to the elf; who was a real pain in my rump. Trying to conjure up some fun cutesy idea at midnight after a full day of wrangling children proved to be more of a chore than fun after the first few days. There are only so many creative things elves can do and trying to think of new things when you're body has emptied itself of caffeine just plain sucks. Not to mention the scary strait-from-hades-I-might-smother-you-while-you-sleep face the elf possesses. Nope, I won't miss that darn thing. We mailed his rump right back to the big man in red.*

*Love, love, love this! We are first time parents and were already over elf on the shelf before we even started. We stumbled upon reindeer in here and fell in love! When it arrived, we were so excited to see what great quality the reindeer was along with the adorable story book that goes along with it. This is a tradition we can't wait to carry on for years! I highly recommend to anyone looking for a Christmas tradition and doesn't want to hide a silly elf every day :)*

Look for Reindeer In here both online and in specialty and independent neighborhood stores starting in July, 2018 to mark many Christmas in July retail events.

Although a seasonal product, *Reindeer In Here* is a yearlong project on Facebook, Twitter and Instagram. Their goodness-message spreads to community service. In March 2018 the author wrote on Facebook:

*We at #ReindeerInHere love the work that Children's Hospital Los Angeles does for the children and families who need it the most. Author/Creator Adam Reed's son Weston was in the NICU and the CHLA docs took incredible care of him, and we are forever grateful for that care. Help us #MakeMarchMatter for children's health! Visit [www.MakeMarchMatter.org](http://www.MakeMarchMatter.org) to learn how you can support Children's Hospital Los Angeles!!*

## **PRODUCT DESCRIPTION**

In early December the Reindeer In Here book and plush “magically” arrive for your child, setting the stage for a new yearly Christmas tradition. It’s their FIRST gift of the holiday season from Santa — and it came early! As the parent surprises their child with this unexpected early Christmas present, they introduce them to the special “untold” story of the reindeer.

As the story unfolds, the child learns that many years ago Santa asked his reindeer for some help in learning about each child’s true Christmas wishes. Santa told his reindeer that while he knew of children all over the world, only some wrote him letters — so he wanted a way to KNOW EACH CHILD BETTER! One special little reindeer who was born with one antler smaller than the other and big blue eyes quickly suggested a way. The little reindeer said Santa should send some of his reindeer EARLY in the month of December to stay with the children so Santa could learn as much as possible about each child – where they live, what they like, what they don’t like, what they do each day, where they go, who their family is, and where Santa should leave presents on Christmas Eve. Then every night while the child sleeps with the reindeer next to him or her, the reindeer writes notes to Santa detailing their daily adventures.

From that moment on, the bond begins with the child and their reindeer as they uncover what they should do with it every day leading up to Christmas. After naming their own reindeer, the child is encouraged to show it around, taking it to a different place each day, both inside and out of the house so that when Santa comes on Christmas Eve, he knows as much as possible about the child, how good they’ve been and exactly where to deliver the presents.

On Christmas Eve, the child should put their reindeer under the tree so it can greet Santa. After Santa finds the reindeer, it will go with him to guide his sleigh back to the North Pole until next year — when the child’s Christmas reindeer will return in early December to see his friend once more! This holiday tradition will unfold for many years to come as the child looks forward to that magical time of year when their very own special reindeer comes back to see them again!

## **ABOUT ADAM REED, THE AUTHOR**

Although never intending to be an author, Reed has always been a storyteller. When not being a dad, he is President of Los Angeles-based Emmy® nominated production company, Thinkfactory Media, one of the most prolific scripted and unscripted production companies in the business. He has created and produced over 500 hours of television — producing such notable series including Gene Simmons Family Jewels (A&E), Marriage Boot Camp: Reality Stars (WEtv), Mama June: From Not to Hot (WEtv), and Sun Records (CMT). He was the youngest producer ever to be listed in the Hollywood Reporter’s exclusive Reality Power List.

Adam is also an accomplished commercial director, having been shortlisted at the Cannes International Advertising Festival, and having directed the largest campaign ever in the history of the Partnership for a Drug Free America. That campaign was not only credited with curbing ecstasy use in America, but also garnered Adam national and international acclaim. It went on to become one of the most successful commercial campaigns ever created. Adam continues to direct commercials and collaborate with some of the leading advertising agencies in the world.

Adam lives in Playa Del Rey, California with his wife, young daughter and infant son. His first two children’s books are dedicated to them.