

**PRESS RELEASE UNDER STRICT EMBARGO UNTIL 00.01 ON THURSDAY. 19<sup>TH</sup> NOVEMBER 2020**

This year celebrate Christmas with the magical

## **SANTA AT HOME**

23 November – 24 December | [www.santaathomeofficial.com](http://www.santaathomeofficial.com)

Facebook & Instagram @SantaAtHomeOfficial



Live Entertainment company, **Underbelly** and **Mr and Mrs Santa Claus** of 1 Forest Drive, Reindeer Road, North Pole NP47 2020, today announce the launch of an exclusive partnership to bring the magic of Santa's Official Grotto **ONLINE** this Christmas.

Underbelly are one of the leading Christmas event producers in the UK, with festive sites including *Edinburgh's Christmas* and *Christmas in Leicester Square, London* in their portfolio.

Santa Claus runs the world's biggest manufacturing and delivery company from his workshops in the North Pole, with the help of his longstanding staff of over 600,000 elves and 10,000 reindeer.

As we prepare for what sadly might be a mainly digital Christmas this year, **Santa at Home** will give children of all ages, from all over the world, the unique opportunity to meet Santa in a personalised and private Zoom session live from the North Pole. We will bring the magic of Santa's Grotto to a safe, socially distanced and wonderful online experience.

Up to **6 children** can meet Santa in any one session and **unlimited family members** can also join a session to watch their children, grandchildren, cousins, nieces or nephews meet Santa LIVE from the North Pole. Thanks to Santa's unique magical powers (and a bit of elbow grease from his elves and the "big children"), **Santa will know each and every child on the call by name** and will also have inside information on them to ensure the experience is completely personalised to the children that he meets. And with the consent of you 'big children', we'll even record the session and send you a video file **FREE** as a very special Santa present to cherish forever.

Santa at Home is a magical opportunity for family and friends, grandchildren and grandparents, and cousins and aunts to come together in a shared and special moment online,

allowing everyone to cast aside worries of the last year and to enjoy a moment of pure festive joy with Mr Claus himself.

Santa at Home is proud to be supporting [Great Ormond Street Hospital Children's Charity](#) (GOSH Charity) and [The Brain Tumour Charity](#) this Christmas. All customers will be given the option at checkout to make a donation, with all proceeds being split equally between the two charities, supporting their invaluable work.

To develop his Zoom presence in preparation for this special experience aimed at children and their loved ones, Santa has been working with Gill Robertson, Artistic Director of the internationally acclaimed Catherine Wheels Theatre Company, Scotland-based producers of work for children and young people.

### **Key Facts:**

- Fully private and personalised sessions for Santa at Home are now available to pre-book at [www.santaathomeofficial.com](http://www.santaathomeofficial.com) with slots available from Monday 23 November until 24 December.
- Sessions start at £42 for up to 6 children from multiple households (equivalent to £7 per child)
- Unlimited invited grown-ups
- Free recording of the session will be shared with participants (adult consent required)
- Each bespoke Santa at Home session will last up to 12 minutes and is a unique and personalised experience for children, parents, friends and extended family alike. Big children will be expected to help Mr Claus and his Elves in gathering vital information.

**Mr Santa Claus said:** *"I've been elf-isolating for hundreds of years and absolutely nothing is going to stop me from zooming down your chimney on Christmas Eve - I am a key worker after all! I'm also really excited to be able to meet all you wonderful children via the tippedy-tap computers, tablets and other gadgets this year. My new online grotto will allow me to meet up to six children at any one time and all the people you most care about can join in the magic as well."*

**Ed Bartlam and Charlie Wood, Directors of Underbelly said:** *"Christmas is all about family and we wanted to make it possible for families to gather together to share in a special festive moment. With so many of us experiencing difficult times and maybe facing a lonelier Christmas this year, we are very pleased and honoured to partner with Santa Claus to offer Santa at Home Official to families and friends all over the world .*

*"We are also delighted to be supporting two amazing charities on this special project, GOSH Charity and The Brain Tumour Charity, both of which are very close to our Underbelly hearts. Their life-changing work is incredibly important, and we hope that our Santa at Home visitors will be able to help support them as much as possible.*

*Whether you're a Santa's elf or a little Grinch, Santa at Home is bound to put Christmas joy in your heart, so get booking!"*

**/ENDS**

Tickets available to book from 10am on Thursday, 19 November at [www.santaathomeofficial.com](http://www.santaathomeofficial.com).

Timeslots available are:

2pm to 7pm on weekdays in November

10am – 8pm on weekends in November

10am – 8pm in December until the 24<sup>th</sup>

**Info on Underbelly:**

Underbelly is a UK based live entertainment company that specialises in live events and festivals in city centres. Since starting at the Edinburgh Fringe in 2000, Underbelly has produced and presented events in locations from theatres to roundabouts in London, Edinburgh and Hong Kong; and produced substantial events including Pride London and Edinburgh's Hogmanay.

In 2019, more than 1.5 tickets were issued to Underbelly Events with footfall of over 5 million.

For more information on Santa at Home or to set up interviews, contact The Corner Shop PR:  
Susie Gray [susie@thecornershoppr.com](mailto:susie@thecornershoppr.com) | 07834 073 795  
Magda Paduch [magda@thecornershoppr.com](mailto:magda@thecornershoppr.com) | 0758 316 4070

**Notes to Editors**

**About Great Ormond Street Hospital and Great Ormond Street Hospital Children's Charity:**

Great Ormond Street Hospital is one of the world's leading children's hospitals with the broadest range of dedicated, children's healthcare specialists under one roof in the UK. The hospital's pioneering research and treatment gives hope to children from across the UK, and abroad, with the rarest, most complex and often life-threatening conditions. Our patients and families are central to everything we do – from the moment they come through the door and for as long as they need us.

Great Ormond Street Hospital Children's Charity needs to raise money to support the hospital to give seriously ill children, the best chance for life. The charity funds research into pioneering new treatments for children, provides the most up to date medical equipment, funds support services for children and their families and supports the essential rebuilding and refurbishment of the hospital. You can help us to provide world class care for our patients and families. For more information visit [www.gosh.org](http://www.gosh.org)

**About The Brain Tumour Charity:**

The Brain Tumour Charity is the UK's largest dedicated brain tumour charity, committed to fighting brain tumours on all fronts; through facilitating research, providing support and driving campaigns.

They fund pioneering research to increase survival and improve treatment options and raise awareness of the symptoms and effects of brain tumours to get earlier diagnosis and to help families cope with everything that the diagnosis of a brain tumour brings.

They also provide support for everyone affected so that they can live as full a life as possible, with the best quality of life.

The Charity funds and promotes the UK-wide HeadSmart campaign, raising awareness of the signs and symptoms of brain tumours in children and young people to make earlier diagnosis a reality. Earlier diagnosis will reduce long term disabilities and save lives. In just three years, HeadSmart has reduced average diagnosis time from 9.1 weeks to 6.5 weeks.