

CONTACT: KidStuff Public Relations
Lisa Orman • 608-767-1102
Lisa@KidStuffPR.com



PORTABLE NORTH POLE'S STOCKING JUST GOT STUFFED WITH FOUR NATIONAL TOY INDUSTRY AWARDS

The National Parenting Center, National Parenting Product Awards, PAL Award And Hot Diggity Agree Christmas Magic Begins With Personalized Videos From Santa, Gifts From Do-Good Deeds Collection

Montreal, Canada (November 29, 2019) – How enchanting! That's the consensus from four hard-to-please toy industry contests as they listened to Santa's personalized video from **Portable North Pole**. Additionally, each reviewer adored the 2019 Do-Good Deeds Toys and Gifts Collection making Portable North Pole (priced Free to \$44.99) a one-stop resource for the holidays.

The National Parenting Center Seal of Approval, one of four honors earned this season, sums up Portable North Pole with a big red bow: "This is actually a big, broad experience with multiple pieces and parts that make up the foundation of a whole new way to enjoy the spirit of the season. The premise here is to encourage good deeds and behaviors that are examples of earning a spot on Santa's nice list."

"This is the perfect 'Santa's Helper' kit for parents and caregivers," gleefully expresses *Hot Diggity Awards* in its annual search for the best products for families. "The holidays will be covered from start to finish with this collection of holiday treasures. We've received videos from PNP's Santa for many years and they never fail to delight the entire family!"



Recommended for tots ages three and older, Portable North Pole asks grown-ups to secretly sign-up on its website (<https://www.portablenorthpole.com/>) or iOS or Android App so Santa and his elves can create personalized HD-quality memorable keepsake video or call messages that will last a lifetime. This new Christmas tradition reveals if your loved one made it onto the Nice List and encourages boys and girls to keep doing good deeds throughout the Christmas season and beyond.

"My family very much enjoys all the games, activity books, plush ornaments and the Elves," wrote in one of several evaluators for the *National Parenting Product Awards* (NAPPA) of the Do-Good Deeds Collection. "We enjoyed many educational and fun activities in the Magical Christmas Activity Book and Story Book," chimed in another parent reviewer. To win a NAPPA Award, products need to be the best for children and families.

"Treat your family to a magical Christmas," begins the glowing review by *PAL Award's* Sherry Artemenko, a speech pathologist. "I especially like the new Hani Reindeer and Senoki the Owlet plush as they come with a special request from Santa, help teach Hani how to do good deeds, be kind, brave and have loads of fun while children are asked to help Senoki overcome her fear of the dark! By teaching their furry friends through role-playing, children can learn to define and practically explain such concepts as how to show kindness and display bravery as well as

overcome fears. As children increase their “emotional vocabulary” they are building their EQ, Emotional Quotient, and become better able to regulate their own emotions and show empathy toward others.”

The congratulatory sentiments from each of the four awards posted online also stated:

2019 The National Parenting Center

“Choosing good deeds leading up to Christmas adds to the festivity as both kids and adults are inspired to be kind and helpful. The plush toys are adorable and set the tone with a familiar feeling of characters we all associate with the holiday. Elves, reindeer...you get the idea. There are reading and activity books as well as a game that will help parents dole out more and more fun leading up to the big day... A big, fantastic bonus is the Santa app, where your child will receive personalized messages and videos from Santa who addresses them by name! There is so much involved in this whole concept that it’s impossible to cover it all here. Suffice to say that testers were enthusiastic about finding a new, interactive experience to weave into their holiday.”

2019 Hot Diggity Awards

“With such a diverse global audience, PNP offers a FREE video and premium options for kids and grown-ups alike in natural-sounding English, Spanish, French, and Italian. What makes the Portable North Pole 2019 Do-Good Deeds Toys and Gifts Collection so magical? These enchanting gifts center around Santa and his world and are here to encourage kids to touch and interact with them. Best of all, these toys and gifts are great tools to help promote good behavior and good deeds.”



2019 National Parenting Product Awards Winner

“We love the Magical Elf Door. There’s so much meaning to this door. My daughter seems to visit the door quite often. She is looking forward to the Elves to come and visit. My daughter enjoys writing letters to Santa. She enjoys decorating the letter with all the stickers. She can’t wait to send these letters to Santa. Can’t wait to use the Thank You Cards after Christmas.”



2019 PAL Award

“Both plush (Hani Reindeer and Senoki the Owlet) also come with a secret code to unlock a personalized message from Santa and your plush. The Do-Good Deeds Game also promotes kindness, empathy, manners and responsibility as kids and adults have their own deck of “Good Deed” cards from which to draw and complete each day. “Give someone a hug who looks like they need one,” “Give someone a thoughtful compliment” or “Give something to someone less fortunate.” Actually the fun will be in reporting back what you did and how you decided to do that... It supports the giving and love behind Christmas and teaches children important concepts to navigate life.”



220 Million and Counting

Portable North Pole is celebrating its 12th year of empowering loved ones to make Christmas even more magical. The personalized video and phone call tradition has caught on around the world, with more than 220 million video message views by Santa fans. Discover all of the Do-Good Deeds Toys and Gifts at Walmart, Target and Barnes & Noble. Find the entire collection online at www.portablenorthpole.com.

About PORTABLE NORTH POLE

Portable North Pole (PNP), a new Christmas tradition, is a platform (desktop/mobile app) used by Santa and his elves to send personalized video messages and calls to the people you care about most. In just a few simple steps, you can help Santa gather all the information he needs about your loved one and create a personalized video message or phone call that is positively magical. To create truly unforgettable memories and keepsakes, you can download a 1080P HD version of your message and your child’s reaction to keep for years to come. Discover the North Pole and all its magic at www.portablenorthpole.com.