



July 2020



International
Elf Service

**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 seventh edition 2020 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, splats, smudges, 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, while the eco-friendly personalised brown envelope bundles are 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, follow Chief Letter Writer, Elfie, and the other Elves' adventures of the 'Tremendously Tall Tree House Tea Party'. Read all about how the Mining Elves harvest Cinnamon from magical tree roots; what incredible inventions resident prankster, Marty, has been creating; how Lily, super-organised, expert knitter is keeping all things Christmassy on track with her famous 'Important List'; what festive new uniform Dave-the-Stitch is rustling up for Father Christmas over at Pine Needle Lodge; and what happens when Stan the Chief Miner finds a big, shiny, red button to press ... which he does ... eek!

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 (£38.50, ages 5-99)

25 Christmas Elf letters and 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!

NEW FOR 2020:

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 (£16.50 or International Elf Service Personalised Baby's First Christmas Memory Box Tradition (£18.50.

And remember, International Elf Service also takes children on journeys to the magical worlds of Fairies, Tooth Fairies and Birthdays too; including letters from Fairyland to 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!

- Ends -

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 to 99!) to enjoy. Elfie's Christmas Letter bundles can be personalised and customised to refer to Father Christmas or Santa Claus.