



FACT SHEET

ABOUT SANTA IS REAL

- The *Santa Is Real* initiative will globally perpetuate the message to children and adults that Santa is real and that all the children on the earth are our family.
- As people virally share Santa's messages, it is his hope that joy and love will spread around the world to remind us to be the Santa in you.

SANTA TALKS TO THE WORLD

- Santa has a lot to say:
 - Santa is real;
 - All the world's children are our family;
 - He unites all peoples and cultures alike; and
 - He encourages all children and adults to – *Be the Santa in you.*
- Beginning Thursday, Nov. 26 at 2 a.m. EST, the first message from Santa Talks to the World launches at www.SantaIsReal.com and at www.YouTube.com/KRSMedia.
- Santa tweets. Children and adults can follow him on twitter.com/SantaTalks.
- Once a week, and through Dec. 26, Santa will talk to the world online through videos posted on his Web site www.SantaIsReal.com and YouTube Channel www.YouTub.com/KRSMedia.

ABOUT SUDDENLY SANTA

- *Suddenly Santa*, www.YouTube.com/SuddenlySanta was produced as a prequel to the worldwide launch *Santa Is Real*, a brand of KRS Media Group.
- The goal of *Suddenly Santa* is to perpetuate the message to children and adults around the world that *Santa Is Real* and he exists within us all.
- The video was produced as a large-scale, choreographed, song and dance performance which came to life around unsuspecting families and holiday travelers in Winter Park, Fla.
- The production was scripted, as much as can be when children and puppies are involved, and filmed in a “flash mob” sequence. This style of production involves a large group of people who assemble suddenly in a public place, perform an unusual action for a brief time, then just as quickly, disperse.
- *Suddenly Santa* was produced by an all-volunteer film crew from Central Florida including:
 - Families and hundreds of unsuspecting bystanders enjoying an afternoon in the park;
 - Santa disembarking from the train and strolls through the park;
 - Over 100 singers and dancers who spontaneously burst into a chorus of *Joy to the World*;
 - A performance by internationally acclaimed dancers Alberto and Selena Hoyas;
 - Dancers and music theater students from the University of Central Florida; and
 - Acrobats and dancers from the Orlando Performing Arts Centre.

THE MOVIE

- A feature film is in the works – the story of a boy who would become legend. Set in Scandinavia, in the 1700's, it is the epic adventure of a man the world has grown to love as Santa.
- Production locations have been scouted.

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ABOUT KRS MEDIA GROUP

- KRS Media Group is devoted to globally promoting a 21st century Santa by connecting the celebrated and commercial Santa Claus of the United States to the centuries-old European gift-giver legends.
- KRS Media Group delivers motivational content and wonderfully-crafted messages that have yet to be explored or experienced.
- KRS Media Group creates entertainment that illuminates the spirit of Christmas for kids from one to ninety nine
- The foundation if KRS Media Group creations is rooted in our core values, personalities, craftsmanship and above all else, story.
- The initials KRS, in the company's name were inspired from the legendary Santa known as "Kris Kringle".

ABOUT THE KRIS FOUNDATION

- KRS Media Group has established the KRIS Foundation, a nonprofit organization to help children, in Santa's name.
- Ten percent of the revenue generated will benefit orphaned and disadvantaged children around the world.

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