



NEWS RELEASE

SANTA TALKS TO THE WORLD ON THURSDAY NOV. 26 FROM HIS PRIVATE WORKSHOP

The first online video message will be launched at 2 a.m. EST

ORLANDO, Fla. (Nov. 25, 2009) – Santa announces that he has a gift to share with the world. Beginning Thursday, Nov. 26 at 2 a.m. EST, the first message from *Santa Talks to the World* will be launched online at www.SantaIsReal.com and www.youtube.com/KRSMedia.

As well, Santa tweets. Children and adults can follow him on twitter.com/SantaTalks. Santa tweets almost hourly, but he will post a new message on his Web site and YouTube channel each week through Dec. 26. YouTube videos can easily be embedded on Web sites or blogs and emailed to friends and family.

“I’ve decided it is time to share some important truths with the world. The first is that Santa is real. The rest, well one secret at time,” said Santa. “But, I have a lot to say.”

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.

“We are proud to be part of Santa’s team to launch *Santa Is Real*,” said CEO and Executive Producer William Findley of KRS Media Group. “As people virally share Santa’s messages, it is our hope that joy and love will spread around the world to remind us to be the Santa in you.”

To further launch *Santa Is Real*, a “flash mob” sequence was produced Nov. 22 in Orlando. It can be viewed at www.youtube.com/SuddenlySanta. A feature film also 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.

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. The company has established the KRIS Foundation, a nonprofit organization, in Santa’s name and ten percent of the revenue generated will benefit orphaned and disadvantaged children around the world.

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