

## SANTA for POTUS Press Kit

### Bios

#### **Santa Claus:**

Craftsman. Executive. Entrepreneur. Pilot. Icon. And now, candidate for the President of the United States of America. Thanks to a millennia-long tenure running the world's largest toy manufacturer, not to mention his governance of the most (okay, only) populous region in the North Pole, Santa Claus is uniquely qualified for the position of POTUS. Boasting one of the world's highest approval ratings, he has a proven track record of boosting the economy each December going back hundreds of years. Now he's ready to show America and the world what he can do with the other 11 months of the year. St. Nick is a graduate of Northwestern Pole University, holding dual graduate degrees in Supply Chain Management/Materials Engineering and an undergraduate degree in Gingerbread Architecture.

#### **Mrs. Claus:**

As the COO for Kringle Enterprises, Mrs. Claus is responsible for the day-to-day success of Santa's sprawling toy-building and delivery empire. She's been an advocate for reindeer rescue, working conditions for elves worldwide and the protection of endangered holly habitat. And as Santa's wife and most trusted advisor, Mrs. Claus has provided Santa with the support needed to go from the guy who sneaks down chimneys to one of the world's most notable icons. As First Lady, Mrs. Claus would work with the Claus administration to work as a global ambassador promoting finished dinners, early bedtimes and clean rooms for children everywhere. Mrs. Claus holds a degree in Caroling from Northwestern Pole University.

### Social Media

Website: [SANTAforPOTUS.com](http://SANTAforPOTUS.com)

Official apparel website: [SANTAforPOTUS.com/shop](http://SANTAforPOTUS.com/shop)

Facebook: [@SANTAforPOTUS](https://www.facebook.com/SANTAforPOTUS)

Twitter: [@SANTAforPOTUS](https://twitter.com/SANTAforPOTUS)

Instagram: [@SANTAforPOTUS](https://www.instagram.com/SANTAforPOTUS)

#### Approved Hashtags:

- #SANTAforPOTUS
- #MakeAmericaJollyAgain
- #ImWithSanta

## Endorsements

### **Easter Bunny**

“I’ve hopped on Santa’s campaign because no one is better suited for the position. He taught me everything I know about delivering eggs, and I know he’s the only one who can deliver the results this country needs.”

### **Jack O’Lantern**

“I don’t know about you, but those other candidates scare the pumpkin seeds out of me! St. Nick has the experience, temperament and professionalism needed to provide America with treats, not tricks.”

### **Punxsutawney Phil**

“We as a nation can no longer be afraid of our own shadows. Santa is the only person running for President who has offered the same vision of optimism and sunny days that has made this country an inspiration for more than 240 years.”

### **Tom Turkey**

“We should all give thanks for a candidate like St. Nick on the ballot this year. We work closely together each year to open and close the holiday season, and there’s no one I would rather have leading this country. Plus, the guy pulls off a mean Thanksgiving Day parade float!”

### **Saint Patrick**

“I’m more of a Guinness man myself, but Santa and I have knocked back a few hot chocolates in our time. He’s the only candidate who visits the malls of regular people like us and has listened to our concerns. We’d be lucky to have St. Nick for our president.”

### **Cupid**

“Love is what makes the world go round. But you know what else makes the world go round? A robust economic policy, a comprehensive plan for healthcare reform and a national security platform that strengthens our leadership on the world stage. This November, I want Santa to be mine for President.”

### **Tooth Fairy**

“Every year the teeth I see are becoming more and more filled with cavities. Santa’s tough stance on brushing teeth before bedtime is just what this nation needs to restore America to its shiny enamel eminence.”

## Santa's Stances

Here is a list of Santa's stances on current issues with respect to today's political landscape:

**Health:** Santa believes in exercise and healthy eating, especially for our youth. Santa would spearhead a worldwide health initiative encouraging kids to get outside, build snowmen and go sledding. Just like reindeer, kids should have a balanced diet of healthy vegetables like carrots while enjoying treats like candy canes, cookies and hot cocoa in moderation.

**Justice:** Santa clearly believes everyone should strive to be nice, not naughty. Those who end up on the naughty list must be dealt with swiftly and surely, preferably through the delivery of coal.

**Clean energy:** Santa believes that now is the time to replace dirty fossil fuels with clean renewable energy sources such as solar, hydroelectric and magic reindeer dust.

**Education:** Santa is a firm believer in the education of our children. He encourages the reading of classic literature such as "The Grinch Who Stole Christmas" and promotes the study of letter composition, persuasive reasoning and penmanship.

**Foreign Policy:** As the only candidate to have visited the homes of world leaders in all 195 countries, St. Nick is one of the world's foremost diplomats. Through his correspondence with foreign leaders and their children he has mastered the art of negotiation and compromise.

**Employment:** Santa will create jobs for Americans by promoting the creation of state-of-the-art toy production facilities in communities hit hard by manufacturing job losses, such as Pennsylvania, Ohio and Michigan.

**Equality:** Just as you shouldn't judge a reindeer by the color of his nose, Santa believes we are all created equal and should all be treated equally with dignity and respect.

**National Security:** St. Nick is committed to making our nation and the entire world safer with a strong defense policy centered on improved intelligence. His proven ability to find out if you've been naughty or nice will be fully focused on ISIS, Al-Qaeda and threats to our security both foreign and domestic.

## Campaign Finances

### Heroes for Children

The official beneficiary of any and all benefits made from Santa's campaign go to Texas-based Heroes for Children, a nonprofit organization that provides social and financial assistance to those families who have children battling cancer.

Santa has a heart for children and wants to give back by doing more than simply giving out presents once a year. Any donations to Santa's campaign and any profits made by Santa's campaign store will go to Heroes for Children in order to help more families who are going through difficult times. He believes all children should be happy and healthy. His Make America Jolly Again initiative includes supporting these children and their families with additional assistance while they are battling cancer.

For more information on Heroes for Children and the work they do all over Texas, please visit [HeroesForChildren.org](http://HeroesForChildren.org).

## F.A.Q.

### **Should Santa be elected, will he govern from Washington, D.C. or the North Pole?**

In order to maintain the facilities and production at the North Pole, Santa would be splitting his time equally between Washington and the North Pole. Of course, thanks to speed of his reindeer, his commute will only take 4.3 seconds.

### **Will Santa institute the holidays all year round if he is elected?**

While Santa is the world's number-one fan of all holiday seasons, he realizes he can't make every day a holiday. However, he will make every day *feel* like a holiday by Making America Jolly Again.

### **What will be Santa's first initiative upon being elected?**

Santa will work with Congress to immediately slash taxes on milk and hot cocoa.

### **How does Santa visit every house in one night?**

An over-caffeinated team of reindeer, an expert understanding of time zones and Google Maps.

### **Santa eats millions of cookies in one night. What the heck?**

In addition to his legendary stamina, strength and longevity, Santa has an incredibly high metabolism.

## Timeline of Campaign Events

September 17 – Meeting with Elf’s Association to discuss policy

- 10:15 a.m.
- Sweet Room at 4524 Candy Cane Lane

September 24 – Presentation to Teddy Bear Committee about stuffed animal safety

- 2:30 p.m.
- 6969 Gum Drop Button Road

October 1 – Meeting with Etch-A-Sketch President and his board to discuss education

- 11:30 a.m.
- Ho Ho Ho Building Boardroom

October 8 – Keynote Speaker at National Snow Globes Convention

- 8:00 p.m.
- Rudolph Convention Center in downtown North Pole

October 15 – Dinner meeting with reindeer advocates

- 7:00 p.m.
- Blitzen’s Cabin Restaurant and Grille

October 22 – Presentation to Frosty the Snowman’s panel about preserving snow

- 5:30 p.m.
- Gingerbread Building

October 29 – Presentation at the Students for Safe Baking Club meeting

- 10:15 a.m.
- Cocoa University in room 16 in the Whipped Cream building

November 5 – North Pole Rally

- 3 p.m.
- Downtown North Pole, Candy Cane Plaza

November 8 – ELECTION DAY

## Fact Sheet

- Santa is plugged into the community and wants to do everything in his power to make little boys and girls happy and cheerful. He partners with the nonprofit organization Heroes for Children – an organization that offers financial and social assistance to families with children who are battling cancer. Because Santa wants all little boys and girls to be happy and healthy, any proceeds made from his campaign go directly to Heroes for Children.
- Santa is extremely passionate about Making America Jolly Again. The cynicism of both political parties is starting to tear apart the very fabric of our national spirit. Santa wants to replace the divisive politics of Red States/Blue States and replace it with the peace and harmony of Red and Green States.
- Green energy is central to Santa's campaign. As he campaigns throughout the country, his primary mode of transportation will be his crew of reindeer. This reduction in fossil fuel usage allows him to protect the earth he cares so much about. Plus the price of a bushel of carrots is 80% less than a gallon of gasoline.
- Santa moved to the North Pole in 1492, where he quickly rose to prominence governing over a populous region of working-class elves.
- Mr. Claus met Mrs. Claus through a mutual friend in their caroling club. Their first date was at a local hot cocoa shop.
- His experience in running Santa's Workshop gives Santa a keen insight into keeping businesses healthy and people employed.
- Although Santa has been known for his excess weight and cookie consumption, Santa's doctors say his health is better than ever. His jolly attitude and general kindness have made his heart healthier than most Olympic athletes.
- Because Santa believes in transparency, he's agreed to release tax returns and quarterly reports for Santa's Workshop going back 200 years.

## Media Contacts

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Graphics



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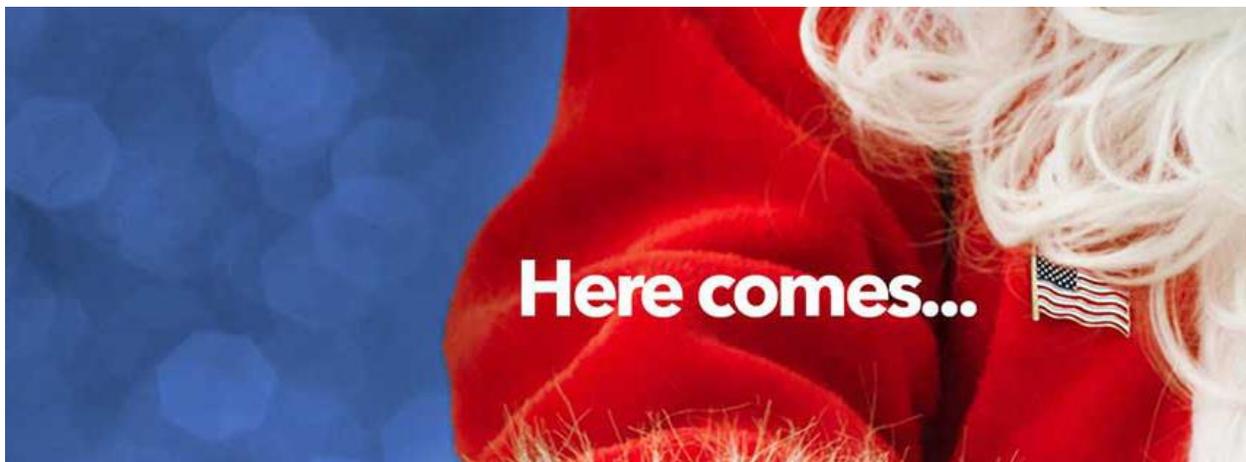
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