



For immediate release

09 November 2004

## **YOU BETTER WATCH OUT... SANTA CLAUS MAY NOT BE COMING TO TOWN**

A new survey has revealed that a staggering 1 in 3 children in Britain no longer believe in Father Christmas. With the UK harbouring Christmas killjoys, does the 21<sup>st</sup> century mean the end of Santa?

Toy retailer, Nigel Dawson recently commissioned independent research into whether children still believe in Father Christmas. The results highlight that only 60% of kids under the age of 8 still believe.

The shock findings report that just 29% of British parents encourage their children to leave a stocking out for Santa to fill. Poor Rudolph is also sadly forgotten, with only 24% of children leaving out carrots – meaning that parents have stopped encouraging Christmas traditions.

For 17 centuries young children across the world have waited with anticipation for Father Christmas' annual visit. These findings show that his future hangs in the balance.

Nigel Dawson, Director of 'Father Christmas Letters' said "Imagination is key to a child's development. Unfortunately, many children are growing up too fast and missing out on childhood magic. The survey reveals that UK sceptics wish to wipe out the enchantment of Christmas altogether."

To encourage children's creativity, 'Father Christmas Letters' has launched a search  
**More follows**

to find the most creative letter to Father Christmas. The 1<sup>st</sup> prize is £500 worth of Amazon vouchers, and 10 other prizes of vouchers worth £50.00 are up for grabs. To find out more, parents need to visit [www.fatherchristmasletters.co.uk](http://www.fatherchristmasletters.co.uk). The deadline for entering the competition is 23<sup>rd</sup> December 2004. Children who receive letters will be automatically entered into the free prize draw

Grant Dain, Co-founder of 'Father Christmas Letters' commented; "Parents can now take matters into their own hands and encourage the belief by guaranteeing their child will receive a personalised letter from Father Christmas."

As Director of 'Father Christmas Letters' Nigel Dawson hopes to put the magic back into Christmas by launching an impressive online Christmas letter service, so children are guaranteed to receive a magical letter from Father Christmas.

Each letter from 'Father Christmas Letters' is beautifully crafted and personalised with unique details, including the child's name and best friend's name. Available in four different styles; Magical, Humorous, Christian and Humorous for grown up kids, all letters are individually stamped and autographed for authenticity.

**- Ends -**

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**Notes to Editors**

About [www.fatherchristmasletters.co.uk](http://www.fatherchristmasletters.co.uk)

Father Christmas Letters was set up in February 2004 by co-founders Nigel Dawson and Grant Dain. The company is based in Cambridge but can service consumers across the globe. The survey was conducted between 27 September and 01 October 2004, by LM Research and Marketing consultancy – a member of The British Market Research Association. 1000 parents of children under 8 years old were questioned.

**About Father Christmas**

The legend of Father Christmas was introduced after Nicholas of Myra was legendary for his generosity. He died in 340 AD on December 6<sup>th</sup>, and became the Patron Saint - St. Nicholas'. Evolving throughout the centuries, he was later known to the English as Father Christmas.

**Remember the cut off point for receiving your letter in time for Christmas  
is 15 December!**