

Portable North Pole is back spreading holiday cheer with personalized videos and calls from Santa

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-December 2016-

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PERSONALIZED VIDEOS AND CALLS FROM SANTA

New - Record A Keepsake Video of Your Child's Reaction to Santa's Verdict of "Naughty" or "Nice"

Australia, Dec, 2016 –The most magical time of the year is here, and for many families worldwide, the Christmas holiday wouldn't be complete without personalized video messages from Santa to the kids and kids-at-heart by Portable North Pole (PNP). The No 1 mobile Santa app is considered a cherished, modern tradition with more than 125 million videos viewed worldwide. PNP lets you create and send adorable videos and calls online or with the free mobile app. New this year – a special Reaction Recorder (mobile app only) that lets you capture the moment of joy and surprise when Santa Claus reveals whether your child is on his "naughty" or "nice" list – creating a cherished keepsake for parents.

It only takes a few minutes to craft a magical video from Santa that your child, friends and family members will remember forever. Simply visit the PNP website or download the mobile app on iOS and Android. Create a video by entering details such as name, age and the gift your loved one is hoping for, and upload favorite pictures.

The end result is a richly visual, cinematic video where the iconic Santa Claus himself addresses your child, friends and family members directly from his fairy-tale home in the North Pole. In addition to the Reaction Recorder, the mobile app also offers fun extras for littles, including holiday games to play, like shaking ornaments off a tree, and having Santa's elves repeat what you say back to you in their endearing voices.

PNP offers free videos for everyone, with the option to upgrade to a premium package, including the Video Pass (\$9.99) or Magic Pass (\$12.99/iOS and \$12.99/Android). Both packages provide enchanting premium video storylines to choose from, with each offering five or more minutes of footage featuring several adorable experiences to watch, such as visiting with the elves as they work on your Big Book or see them in busy with the reindeer on Christmas Eve, as well as the Reaction Recorder (mobile app only). They also let you create an unlimited number of premium videos, and come with a special "Santa's Coming" video to watch on Christmas Eve and birthday messages. The Magic Pass also includes 20 wonderful holiday messages from Santa that kids can listen to on the phone, and four story time videos read by Santa himself, made available each week leading up to Christmas.

To help spread a little extra cheer to those who may need it the most, PNP donates five percent of all online sales proceeds to more than 40 children's hospitals worldwide. More than \$300,000 has been donated on behalf of PNP's fans since 2012.

PNP is enjoyed in 180 countries and in six different languages: English, French, German, Italian, Japanese and Spanish.

For more information, please visit Portable North Pole at: <https://www.portablenorthpole.com>

For more information, images and to request a personalised call or video from Santa, please contact

Emilia or Christie from Kids Business Communications, via media@kidsbusiness.com.au | 03 9598 9128

About UGroupMedia creator of Portable North Pole

UGroupMedia Inc (UGM), established in 2008 and based in Montreal, Canada specializes in making Christmas magic for families around the world by creating, distributing and publishing Portable North Pole. PNP offers personalised digital experiences delivered via PortableNorthPole.com, iOS and Android mobile applications, television, consumer products, in-store experiences and more.

Website:

www.portablenorthpole.com

Hashtag:

#PNPSanta

Apps:

iOS

Android

Social:

www.Facebook.com/PNPSanta

www.Instagram.com/PNPSanta

www.Youtube.com/PNPSanta

www.Pinterest.com/PNPSanta

www.Twitter.com/PNPSanta

www.Twitter.com/PNPEIF

The Portable North Pole Children's Hospital Program helps to put smiles on the faces of children in need of extra cheer. PNP has partnered with leading hospitals around the world so that whenever you purchase a personalized call or a personalized video message from Santa, a portion of the sale is donated to the participating children's hospital closest to you.

When you share PNP magic, you are giving not only to your loved ones, but also to children spending Christmas away from their homes. Your gift of giving represents the true spirit of the holiday season!

Thank you for your generosity. In Australia, Portable North Pole has supported the following hospitals:

- Mater Little Miracles, Brisbane
- The Children's Hospital at Westmead, Sydney
- The Royal Children's Hospital Foundation, Melbourne

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