This cleverly rhymed children's book explains the story of Santa's scout elves, who are sent to be Santa's eyes and ears at children's homes around the world. Bring the Christmas magic home to your family this year. Adopt your own magical scout elf and learn the tale of Santa's finest helpers.

New just in time for Christmas 2014, Elf Pets™: A Reindeer Tradition, tells the story of the North Pole's special pets and how you can adopt and love your own magical reindeer! Each animal wears a heart charm around its neck that fills with Christmas magic each time a child hugs, talks to, plays with or cuddles it! On Christmas Eve, the full heart will help Santa's sleigh fly.

Elf Insider

10 Packing Tips for Elf Return Week

The elves had lots of fun this summer decorating their Christmas trees. Mrs. Claus threw her annual Summer Bar-B-Que and all the elves joined in for some fun in the sun.
Materials:
• Paper
• Scissors
• Stapler

Instructions:

1.) The whole family can brush up on their North Pole fashion with the newest edition of Elf Insider! After printing out the magazine’s pages and cutting them out, your scout elf will fold each individual set of pages along the middle line, separating each set into four separate pages.

2.) Placing the cover face down, your scout elf will place the other pages on top. When folded all together, the pages should flip like a magazine. Using a stapler, your scout elf will secure the magazine along the middle fold.