



The Santa Letter Writing Program and Eaton's Santa's Village returns

(Winnipeg – November 12, 2009) Canada Post's Chief Postal Elf, Clare Mills, kicked off the Santa Letter Writing Program at the Manitoba Children's Museum today with elementary school students from Dufferin School and Pinkham School. About 90 children were delighted by a surprise visit from Santa and Mrs. Claus who were also in town for the opening of Eaton's Santa's Village.

Santa was pleased to accept the students' letters during the event. "The North Pole is a busy, busy place right now," Santa said during the visit. "And while we all enjoy reading and answering every letter we get, we want to answer as many of those letters as possible before our big day – so please tell your friends to send me their letters lickety-split!"

Last year Santa answered 1.4 million letters (an increase of 17 per cent over 2007) and 63,000 emails (up 40 per cent from 2007) in 27 different languages including Braille. Nationally, more than 11,000 Canada Post employees volunteered to help Santa with his mail.

Clare Mills reminded the children how important it is to include return addresses so every letter can be answered. In Manitoba about 180 Canada Post employees (current and retired) volunteer to help Santa answer more than 20,000 letters from children of all ages.

Santa and Mrs. Claus were also ecstatic to return to Eaton's Santa's Village.

"We're truly delighted that this magical exhibit will be open for everyone during the holiday season," Mrs. Claus said.

"The Manitoba Children's Museum is thrilled to be in partnership with Canada Post for their Santa Letter Writing Program kick off. We exist to spark kids' creative learning, and this event is a natural fit for our school age visitors. Santa is excited about returning to visit Eaton's Santa's Village, which features fifteen fairytale vignettes, when it opens to the public beginning Saturday, November 14, 2009," said Sara Hancheruk, Director of Education and Exhibits.

Children of all ages are encouraged to write to Santa at:

**SANTA CLAUS
NORTH POLE HOH OHO
CANADA**

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