

THE WORLD'S BEST-KEPT SECRET

PROVIDES A POSITIVE APPROACH TO SHARING THE
"WORLD'S BEST-KEPT SECRET" OF SANTA WITH CHILDREN

A heartwarming, truth-revealing children's book designed for parents to share with their children when it's time to answer big, challenging questions about Santa Claus and Christmas gift-giving.

Written and illustrated with the young reader in mind, *The World's Best-Kept Secret* reveals Santa's origins and introduces the inspiring notion of "Wonder Makers" as those who make Santa's magical journey across the globe possible.

Includes activity pages to help children process these revelations, as well as an Afterword covering the historical influence of Saint Nicholas and the history of Santa Claus in America.

How can Santa's magical, generous gift giving around the *entire* world in *one* night even be possible?



Gently and **DIRECTLY ANSWERS BIG QUESTIONS** about Santa and explains why parents keep "the secret" from children.

YOUR PARENTS ARE THE
WONDER MAKERS.

That's right. Moms and dads – and sometimes even grandparents and big brothers and sisters – all work together to create the magic of Christmas morning.



Introduces the notion of **WONDER MAKERS** –parents and older siblings – as those who make "Santa" possible.

...All you have to do is be a part of the wonder.
WONDER MAKER'S PROMISE

Starting today, it's your turn.
You now know The World's Best-Kept Secret.
And it's up to you to keep it.
Are you ready to be a Wonder Maker, too?

Invites children to become Wonder Makers by **PROMISING TO KEEP THE SECRET**. Offers ideas for how to help keep wonder alive.



Explains the **ORIGIN OF THE SANTA STORY** and the muse of Nicholas of Myra ("St. Nick").

Hi!
I found out about the same time as we were both worried that of Christmas would be just as magical as is still my favorite "Santa"

Features authentic, **COMFORTING HANDWRITTEN NOTES** from children who've recently learned the secret.

WONDER MAKER'S MEMORY KEEPER

On this day: _____
I officially learned the World's Best-Kept Secret.

All the ways I'm feeling right now:



Includes **ACTIVITY PAGES** for memory-keeping and processing the new information.

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Children ages 6+ with adult
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WONDER MAKERS

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