

FOR IMMEDIATE RELEASE:

SANTA SOAKED: AFTER THE NORTH POLE MELTS

New Illustrated Book for “All Ages” Updates Tale for the Climate Crisis

(Cape Town, South Africa, Nov. 4, 2021) - What happens to Santa Claus and his workshop as the Arctic melts? That's the situation for a new illustrated book “for all ages” to foster discussion about the climate crisis across generations.

Santa Soaked draws inspiration from two beloved classics, Dr. Seuss' *The Lorax* and Saint-Exupery's *Le Petit Prince*. It is offered as a gift, a free eBook, embracing a publishing strategy consistent with the book's message.

"Re-imagining this story this way is a cultural landmark," said Carl Lindemann, *Santa Soaked*'s creator. "Before long, the North Pole will be ice-free in summer. Santa's story must adapt to this, or it is at risk of becoming a climate-denial myth."

According to Lindemann, this twist in Santa's fate provides a crucial opportunity to bring awareness and action on the climate crisis. *Santa Soaked* draws on the Smokey the Bear public information campaign. "Smokey's success in reducing forest fire's is the model. Santa is the natural choice for mascot on climate issues."

Santa Soaked tells of how the realities of the climate crisis came to Santa's home. After a mysterious disaster, he visits children around the world to understand what happened. He discovers how the crisis affects them and their future. This is more than a Christmas story because climate disruptions affect children of every faith.

Lindemann says his vision for Santa is, in fact, a return to roots. "St. Nicholas is the Patron Saint of Children. All else aside, the climate crisis is a children's rights issue. Who better to advocate for them than Santa? With his new identity as the world's most prominent climate refugee, he's uniquely suited to this crucial role."

The unconventional storyline is not the only thing unusual about this book. It sets aside business-as-usual and is offered as a free gift. "The way forward to fix the climate crisis requires going beyond existing economics," says Lindemann. "This vision of Santa is entirely different from his longstanding role as Patron Saint of Consumerism. How this is distributed reflects these same values."

Santa Soaked will be available for download on November 5th to honor the #FridaysforFuture rally at the COP26 climate conference in Glasgow, Scotland.

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For more information, visit SantaSoaked.net

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