

Why Christmas in July?

Elf Frank Myrrh: Happy Christmas in July greetings from the North Pole, I'm Elf Frank Myrrh of North Pole Radio News. Its another day in July and with it comes a fresh slate of cancellations of Christmas in July events. How big of a deal is it? Joining us now for explanation from the Logistics Conference held at Flight Command is International Director of Santa Trackers, Elf Crash Murphy. Crash, what's happening to Christmas in July this year?

Elf Crash: It's getting squeezed, Frank. No doubt about it. We're skipping a lot of it now because this sleigh thing is bigger than we all realized.

Elf Frank: Our listeners are responding to this news, Crash. A listener from the Bronx asked specifically for you to explain why it's Christmas in July, and not Christmas in June, when it's Leon Day?

Elf Crash: That's a really fair question, Frank and I think our listener has a fair point. Christmas in July kind of came about because of how seasonally different it is from December, Frank. It had nothing to do with the timeline or the countdown, but the fact that in the North it is so crazy hot, and in the South it's crazy winter – which is just the opposite from December.

Elf Frank: How did Christmas in July come to be something so recreational at the North Pole?

Elf Crash: It's a combination of things, I think. Santa uses it as kind of a kickoff event – a way to unify everyone in the work of Christmas. Santa's motto has always been to work hard but play harder. Games and contests and fun events have a way of bringing us all together. July is also a time when some things just aren't ready for us to work on at the North Pole, Frank. It's too early. The North Pole Post Office comes to mind. You can't plan their work, it just comes in and frankly July is a low point in activity for those elves. Other departments aren't as busy either – Reindeer Operations, Sleigh Bell Department work, cookie manufacturing, candy cane spinning, tree trimming, and even Elf Choir practice are all low activity in July. This makes a lot of elves available. So Christmas in July is a convenient time for elves getting together.

Elf Frank: And this year it's all about Santa's Sleigh. Folks, the tracker map of the test flights goes live at any time in the North Pole Club at SantaUpdate.com and for trackers at Santa Trackers.net. Our Christmas in July will be one of watching the breaking news, and celebrating what few recreational pursuits of Christmas in July that remain. Keep your browser on SantaUpdate.com to keep track of it all. From the North Pole Newsdesk, I'm Elf Frank Myrrh reporting for SantaUpdate.com on the Kringle Radio Network.