



The Lumistella Company Kicks off Celebrations for the 20th Anniversary of The Elf on the Shelf® at New York Toy Fair

Celebrating two decades of elftastical stories, the company behind The Elf on the Shelf® Santaverse™ unveils a must-have toy lineup, limited-edition collectibles, and new partnerships

ATLANTA, GA (March 1, 2025) – [The Lumistella Company](#) is bringing the magic to the [2025 New York Toy Fair](#), celebrating 20 years of The Elf on the Shelf with an exclusive anniversary product line, exciting partnerships, and innovative new toy releases as they continue to build out the new storytelling universe, known as the Santaverse!

From March 1-4, the home of the world's greatest Christmas brands will showcase an exclusive collection of limited-edition must-haves at the Javits Center. Highlighting the event is the debut of the first-ever flex-and-bend posable Scout Elf in an anniversary box set complete with elf-sized luxury satin pajamas and a commemorative keepsake ornament – a collectible no fan will want to miss.

But the elf-mania doesn't stop there! **Toy buyers take note:** *The Elf on the Shelf* continues to dominate holiday trends, expanding into new play categories with interactive, toy-forward products designed to make elf season easier and more fun than ever for parents.

Elftastic Toy Launches & Collectibles for 2025

- **Meet Razzle the Celebration Snowman!** Debuting under the all-new SnoStax™ brand, this playable plush-and-storybook set introduces a delightful new world of squishee collectibles, ornaments, and more—offering kids endless ways to bring the magic of Santa's world into their playtime.
- **Back by Popular Demand!** Last year's 24-day elf kits and Frost Pips™ elf babies flew off the shelves. This year offers even more fresh, fun and elf-centric products including all-new 24-day kits with newly developed, on-trend accessories to make elf scenes a breeze.
- **Year-Round Elf Fun!** The Elftacular Year-Round Celebration Set brings costumes for instant, easy setups for every major holiday, ensuring Scout Elves stay stylish and ready for fun all year long.
- **20th Anniversary Collectibles:** Fans won't want to miss the limited-edition lineup featuring the Official Scout Elf™ Carrier, complete with a roller bag, neck pillow, and elf-size passport, along with exclusive elf props, fashion-forward Claus Couture Collection® outfits, MagiFreez® clothing, plush companions, and action figures starring beloved *Santaverse™* characters.

More Magical Moments Ahead!

Joining the 20th anniversary excitement, The Lumistella Company is expanding its Santaverse with top tier licensing partnerships, bringing Scout Elves and Santa's world to more play spaces than ever before:

- **HarperPop, an imprint of HarperCollins Publishers:** A first-ever middle grade novel by Chanda A. Bell, *The Rise of Nicholas the Noble* (Sept. 16, 2025), reveals the exciting backstory on the life and legend of Santa Claus. The first in an epic series of books, the novel tells the tale of young Nicholas and his loyal dog Barry, who find themselves shipwrecked in the Arctic Tundra, on an unexpected journey in the mysterious world of One True North.



- **Outright Games:** Expanding with the digital gaming space with a new The Elf on the Shelf® video console-based game that will bring Scout Elves to all major consoles and PC.
- **Basic Fun!:** A Lite-Brite ColorPOP! edition plus a Mini Lite-Brite starring Scout Elves.
- **Mattel (American Girl):** A special 20th Anniversary American Girl x The Elf on the Shelf® set to delight collectors.
- **MGA (Little Tikes Story Dream Machine):** Interactive storytelling with Santaverse books and one The Elf on the Shelf character that adds light effects in nightlight mode.
- **Moose Toys:** A Musical Hide & Seek Game bringing a festive twist to the classic holiday tradition.
- **TCG Toys:** Expanding playtime with puzzles, advent calendars, board games, and new Flexfig figures.

“What better way to honor 20 years of elftastical stories than bringing our fans the new characters, stories and products they have been asking for,” said Chanda Bell, co-CEO of The Lumistella Company. “They have honored us continually by placing our brands in best-selling categories all over the world in books, toys and games. So, hopefully, by offering ease during elf season, as well as origin stories designed to appeal to new members of the family audience, like teens and tweens, we are solidifying our place as a beloved cornerstone in the pantheon of Christmas traditions. Our goal is to continue inspiring magical moments, fostering family connections, and expanding the world our fans cherish—making *The Elf on the Shelf* and its companions an enduring part of holiday celebrations for generations to come.”

Visit The Lumistella Company at Booth #1907 at New York Toy Fair – and don’t miss out on the hottest elf products of the year!

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About The Lumistella Company

CCA and B, LLC d/b/a The Lumistella Company is the company behind The Elf on the Shelf® Santaverse™, the official source for the stories of the enchanted world of Santa Claus. Family-owned and women-led since 2005, the company’s portfolio includes a number of iconic Christmas brands, including: The Elf on the Shelf, Elf Pets, and Elf Mates. As a global company operating in 26 countries, on 5 continents with 90+ licensees, our purpose is to make joyful family moments possible around the world. To learn more about The Lumistella Company, please visit <https://lumistella.com/>.