



THE LUMISTELLA COMPANY UNVEILS ADDITIONAL BRAND PARTNERSHIPS TO POWER 20th ANNIVERSARY MILESTONE AHEAD OF LICENSING EXPO 2025

*The Elf on the Shelf® Santaverse™ Creators Announce Magical, Holiday-Inspired Treats,
Interactive Experiences and Products Through Partnerships with Basic Fun,
Flipz, Hershey's, Mills Entertainment, BetterSleep and More*

ATLANTA, GA (May 15, 2025) – [The Lumistella Company](#) — the powerhouse behind the globally cherished Santaverse™ and The Elf on the Shelf® tradition — today unveiled a bold slate of new licensing partnerships, marking 20 enchanting years of sparking joyful, lasting holiday memories for families around the world. Ahead of Licensing Expo 2025 in Las Vegas, NV, the company is expanding its footprint across key categories, bringing fans a dynamic mix of immersive experiences, crave-worthy collaborations and innovative products.

By harnessing the power of their beloved seasonal characters, The Lumistella Company continues to invite fans into the vibrant, ever-expanding Santaverse through new partnerships with Basic Fun, Flipz, Hershey's, Mills Entertainment, BetterSleep, and Liverpool and Bristol BID. From sweet treats and sleep solutions to stage productions and collectible toys, these partnerships will continue to spark fascination as year-round initiatives come to life through the exciting backstory on the life and legend of Santa Claus in *The Rise of Nicholas the Noble*, the first-ever The Elf on the Shelf®-inspired video game with Outright Games, the all-new SnoStax™ line and more. The Lumistella Company will also continue to engage fans through Santaverse.com and its growing YouTube channel, transforming a cherished holiday ritual into a lifestyle that global fans can enjoy all year round.

“As we mark 20 years of storytelling and brand-building, we’re proud to unveil the next evolution of The Lumistella Company at Licensing Expo,” said Christa Pitts, co-CEO of The Lumistella Company. “With bold new product lines, strategic category expansions, and the introduction of fresh characters within the Santaverse, our 2025 slate reflects the power of our IP and the strength of our licensing vision. We’re excited to connect with partners who share our passion for creating joyful, imaginative experiences that resonate with families around the world.”

Topline details regarding these new partnerships include:

- **Basic Fun!** - Basic Fun will be launching two The Elf on the Shelf branded items, a Lite-Brite ColorPOP! Edition, plus a Mini Lite-Brite this Holiday 2025.
- **Flipz** - pladis Americas has teamed up with The Lumistella Company for a sweet and salty take on the holidays with Flipz Elf on the Shelf pretzels. Festively coated in delicious sugar cookie flavored fudge, this snack is ideal for celebrating the holiday and the company's 20th anniversary.
- **Hershey's** - The Elf on the Shelf's 20th Anniversary will be featured in a bag of branded Hershey's Kisses exclusively for Target in Holiday 2025.
- **Mills Entertainment** - Mills Entertainment in partnership with David Venn Live will be bringing *The Elf on the Shelf, The Musical* to select markets in Australia and New Zealand for Holiday 2025!
- **BetterSleep** - Following up from a 2024 The Elf on the Shelf Santaverse SleepTale collaboration with BetterSleep, a sleep app at the forefront of science-backed music, meditations and stories, we're teaming up once again to launch a bespoke SleepTale for Holiday 2025.
- **Liverpool and Bristol BID** - Once again this holiday season, a 15-foot giant Elf on the Shelf will move around Liverpool and Bristol in the UK to different locations for community members to seek and find in celebration of the annual festive tradition.

Building on momentum from earlier this year, The Lumistella Company will give Licensing Expo attendees an exclusive first look at a slate of elevated product offerings that showcase the evolution of the Santaverse™. Highlights include the limited-edition *Official Scout Elf® Carrier*—a travel-ready set complete with roller bag, elf-size neck pillow and passport—designed to deepen the magic of Scout Elf journeys. Also featured are the newest fashion-forward styles from the *Claus Couture Collection®*, MagiFreez® apparel, beloved plush companions and dynamic action figures inspired by fan-favorite characters.

Previously announced 20th anniversary products and collaborations also include:

- **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.
- **Frost Pips™**- The original elf babies flew off the shelves in 2024. Now, The Lumistella Company is bringing this adorable new line of elf babies back in 2025.
- **The Flex & Bend Posable Scout Elf** - Arrives in a premium collector's box with luxury satin pajamas and a commemorative keepsake ornament.
- **The Elftacular Year-Round Celebration Set** - Ensures Scout Elves are dressed for every seasonal moment.
- **SnoStax™** - The all-new line also makes its Licensing Expo debut with Razzle the Celebration Snowman, a whimsical and playable plush-and-storybook set that introduces a world of squeezable characters and ornaments.
- **Elf Kits** – The official, Santa-approved elf kit features newly developed, on-trend accessories to make 24 days of imaginative elf scenes, giving fans the opportunity to effortlessly elevate their holiday traditions like never before.
- **Outright Games** - The first-ever The Elf on the Shelf® video game for all consoles and PC is also

set to hit retailers later this year. Released in partnership with Outright Games, the leading publishers of family friendly entertainment, the video game will bring fans of The Elf on the Shelf a magical new way to experience the holiday tradition. Stay tuned to The Elf on the Shelf and Outright Games' official channels for more information soon.

- **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.

Visit The Lumistella Company at Booth #G196 at Licensing Expo – and don't miss out on the hottest, official 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 29 countries, on 5 continents with 100+ 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/>.

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