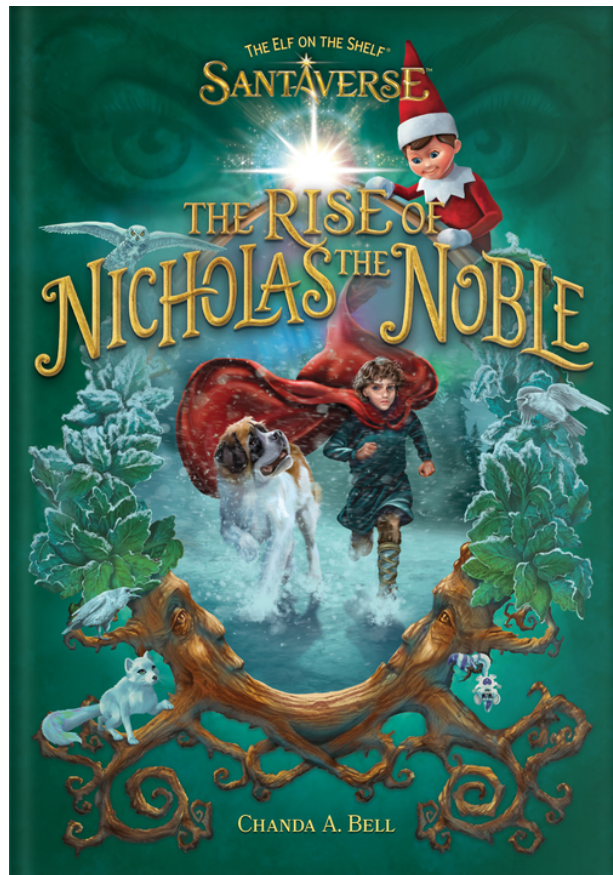


Launching Today: The Elf on the Shelf® Santaverse® Expands with Epic Middle-Grade Novel, 'The Rise of Nicholas the Noble'

The all-new middle-grade chapter book from The Lumistella Company tells the untold origin of Santa Claus. Now available at major retailers – get your copy [here](#)

"Fantasy enthusiasts will be enthralled" - School Library Journal

'The Rise of Nicholas the Noble' Book Tour kicks off this week and will continue throughout the holiday season with stops in Atlanta, New Jersey, Nashville + more



Today (9.16), [The Lumistella Company](#) – the company behind The Elf on the Shelf® Santaverse®, the official source for the stories of the enchanted world of Santa Claus – debuts their all-new middle-grade chapter book, ***The Rise of Nicholas the Noble*** via **HarperPop**, a division of HarperCollins Children's Books.

The Rise of Nicholas the Noble, which is already garnering early 5-star reviews on Goodreads and NetGalley, unveils Santa's untold origin story, sweeping readers into a breathtaking world of

fantasy and wonder. The story follows Nicholas, a young orphan shipwrecked in the unforgiving Arctic Tundra with his dog Barry. Nicholas and Barry stumble upon the realm of the One Truth North, an electrifying world of gnomes, fairies and elves. When the Lumistella Stone, the sacred heart of the mythical realm, is threatened by the powerful and hate-filled Gangleri, Nicholas must protect his friends – and the rest of the universe – from evil with the powers of friendship, faith and courage.

Written by 12x best-selling author and The Elf on the Shelf co-creator [Chanda A. Bell](#), this touching story highlights the importance of bravery, community and faith to protect the world from the dangers of evil. Blending mystical, breathtaking settings and high-stakes action with important takeaways on the power of courage, the novel is filled with holiday magic and heart for families and children alike. Dive deeper into the book's world and characters [here](#).

"Children are captivated by stories from the North Pole, and *The Rise of Nicholas the Noble* is one we've been eager to tell for years. It serves as a bridge for kids who are navigating the edges of belief and introduces the definitive origin story of Santa Claus, set in a rich and magical world filled with enchanted creatures and timeless wonder. It's truly the story our fans have been asking for, and we're thrilled to finally share it," said Bell.

[Learn more and get your copy here and wherever books are sold](#)

The book's release coincides with the 20th Anniversary of The Elf on the Shelf, a phenomenon that has transformed Christmas celebrations around the world. Since 2005, 31 million+ Scout Elves, Elf Pets® and Elf Mates® have been sold globally in Santa-approved Adoption Centers at retailers in 29 countries across six continents.

To celebrate the book and the 20th Anniversary, The Lumistella Company will host a Movie Night on the Square + 20th Anniversary celebration at Glover Park at Marietta Square in Marietta, GA. Additionally, The Lumistella Company will bring more holiday cheer to major U.S. cities this Fall with *The Rise of Nicholas the Noble Book Tour*. The stops will include storytime and signings with author Chanda A. Bell, photo opportunities with Chanda and the books' beloved characters and more. See the current tour dates below.

For more information, please visit [elfontheshelf.com](#) and [santaverse.com](#).

'THE RISE OF NICHOLAS THE NOBLE' BOOK TOUR DATES

Friday, September 19 – Marietta, GA – Glover Park in Marietta Square

Saturday, October 18 – Nashville, TN – Southern Festival of Books

Saturday, November 22 – Fairhope, AL – Page & Palette

Friday, November 28 – Paramus, NJ – Barnes & Noble

Saturday, November 29 – Woodstock, GA – Foxtale Book Shoppe

Saturday, December 6 – Mt. Juliet, TN – Books-A-Million

PRAISE FOR 'THE RISE OF NICHOLAS THE NOBLE'

"Fantasy enthusiasts will be enthralled" - School Library Journal

"Fantastic concept... I was engaged with the fantasy element [and] universe." - Kathryn M, Reviewer

"My daughter and I both enjoyed reading this book. We [loved] the story of the Noble Nick and his dog." - Kearsten B, Reviewer

"My kiddo is in elementary school and will enjoy reading this one!" - Zaneta, @z.readz.book

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 6 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 lumistella.com.

About Chanda A. Bell:

Chanda A. Bell is an award-winning author, visionary entrepreneur and creative leader behind The Elf on the Shelf® Santaverse®, a globally celebrated holiday brand. As founder, co-CEO and Chief Creative Officer of The Lumistella Company, she has transformed the company into a multi-million-dollar enterprise, expanding it to include enchanting books, animated specials, experiences and consumer products designed to bring joy to families worldwide. Often called "Santa's Chief Storyteller," Chanda co-authored the bestseller *The Elf on the Shelf: A Christmas Tradition*, a staple in holiday homes across the globe. She is also a proud wife, mother and dedicated philanthropist.

About HarperCollins Children's Books:

HarperCollins Children's Books is one of the leading publishers of children's and teen books. Respected worldwide for its tradition of publishing quality, award-winning books for young readers, HarperCollins is home to many timeless treasures and bestsellers such as *Goodnight Moon*, *Charlotte's Web*, *The Hate U Give*, *A Long Walk to Water*, *The One and Only Ivan*, *The Polar Express*, *Where the Sidewalk Ends*, and *Where the Wild Things Are*; series including the Chronicles of Narnia, Curious George®, the Giver Quartet, Little Blue Truck, Pete the Cat, Ramona, Red Queen, the School for Good and Evil, and Warriors; and graphic and illustrated novels such as *Invisible Emmie*, *New Kid*, and *Nimona*. Consistently at the forefront of digital innovation, HarperCollins Children's Books delights readers through engaging storytelling across a variety of formats and platforms, including the largest young adult (YA) book community, Epic Reads, and Shelf Stuff, where kids and parents can discover the best middle-grade books. Part of HarperCollins Children's Books, HarperCollins Productions develops and produces TV, film, and interactive media for HarperCollins's major franchises, which include Carmen Sandiego, the Oregon Trail, and Pretzel and the Puppies. HarperCollins Children's

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***The Rise of Nicholas the Noble* Digital Press Kit:**

shorefire.com/roster/nicholas-the-noble

For more information on *The Rise of Nicholas the Noble*, please contact:

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