



## **Inc. Names Christa Pitts and Chanda A. Bell, Co-Founders and Co-CEOs of The Lumistella Company, to Its 2026 Female Founders 500 List**

*Inc.'s annual Female Founders list celebrates the nation's most innovative women entrepreneurs*

**Atlanta, GA, March 10, 2026** – The Lumistella Company, the company behind The Elf on the Shelf® and the Santaverse™, is proud to announce that Christa Pitts and Chanda A. Bell have been named to Inc.'s [2026 Female Founders 500](#), an annual list honoring the most dynamic women business leaders in the United States. The honor recognizes founders whose bold ideas, resilience, and execution are shaping the future of their industries.

Each year, Inc. editors evaluate applications through a rigorous, multi-round selection process. Founders are assessed on both quantitative performance metrics, including revenue growth, funding, sales, and audience size, as well as qualitative factors such as innovation, social impact, and brand momentum. The final list represents entrepreneurs who have demonstrated exceptional leadership and measurable progress over the past year. Previous honorees have included such game-changing leaders as Billie Jean King, Sallie Krawcheck, Serena Williams, and Emma Grede — all of whom have transformed their industries and broken barriers along the way.

“When we first began this journey, our focus was on building something enduring through imagination, intention, and connection,” said Pitts. “Being included on Inc.’s Female Founders 500 feels like a celebration of the community that has grown alongside us. Every milestone is shared with our team members, who have helped bring our mission to life.”

“To be recognized alongside so many inspiring female founders is both momentous and energizing,” added Bell. “It reaffirms our passion for meaningful storytelling and our belief that heart-led businesses can create real impact.”

Honoree selection is also honed through the evaluation of the program’s advisory board, which includes Patty Arvielo, co-founder and CEO of New American Funding; Tiffany Dufu, president of the Tory Burch Foundation; Joy Mangano, co-founder and CEO of CleanBoss; Michelle Cordeiro Grant, founder and CEO of GORGIE; Sheila Lirio Marcelo, co-founder and CEO of Ohai.ai and founder of Care.com; and Melissa Mash, co-founder and CEO of Dagne Dover.

For the past 20 years, The Lumistella Company has transformed The Elf on the Shelf from a cherished family tradition into one of the most successful and recognizable holiday franchises in the world. Founded in 2005 by twin sisters Bell and Pitts, the brand has delighted over 31 million



families across 36 countries on six continents. Together, the siblings have built the expansive “Santaverse,” a vibrant world of storytelling that includes beloved characters such as Elf Pets® and Elf Mates®. Today, the company partners with more than 100 licensees worldwide across categories such as apparel, games, hard goods, domestics, consumables, promotions, and experiences.

In 2025, Pitts and Bell celebrated the 20th anniversary of The Elf on the Shelf, marking two decades as one of the holiday season’s most cherished and successful franchises. To commemorate the milestone, Bell released her middle-grade novel *The Elf on the Shelf Santaverse: The Rise of Nicholas the Noble*, published by HarperCollins, exploring the origin story of Santa Claus and many of the characters families have grown to love over the years, including Fisbee, the original Elf on the Shelf. The company also premiered its preschool YouTube Kids series *Scout Elf Squad*, which surpassed one million views and has been renewed for a second season.

The Santaverse continued to expand with the introduction of a new character, Razzle the Celebration Snowman, and the franchise’s first-ever video game, *The Elf on the Shelf: Christmas Heroes*. Additional highlights included a partnership with the Kansas City Chiefs for “A Month of Mischief” leading up to Christmas, which featured a holiday short with star players Austin Mahone and Travis Kelce, cleverly named “Kelce on the Shelfie.” For the first time, The Elf on the Shelf also made its debut at San Diego Comic-Con, celebrating Christmas in July and at the Hallmark Christmas Experience during the holiday season. As the company continues to grow, Pitts and Bell remain committed to enchanting audiences, inspiring family traditions year after year, and creating lasting memories that bridge generations.

“Each year, we are increasingly amazed by the extraordinary leaders on our Inc. Female Founders 500 list,” says Bonny Ghosh, editorial director at Inc. “The honorees on this year’s list include innovators in AI, beauty and wellness trendsetters winning devoted fans, and nonprofit leaders making a real impact in their communities. Together, they’re showing all of us what trailblazing female leadership looks like.”

#### **About Inc.**

Inc. is the leading media brand and playbook for the entrepreneurs and business leaders shaping our future. Through its journalism, Inc. aims to inform, educate, and elevate the profile of its community: the risk-takers, the innovators, and the ultra-driven go-getters who are creating the future of business. Inc. is published by Mansueto Ventures LLC, along with fellow leading business publication Fast Company. For more information, visit [www.inc.com](http://www.inc.com).

#### **About The Lumistella Company**



CCA and B, LLC d/b/a The Lumistella Company is the company behind 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 36 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 <https://lumistella.com/>.

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