



# Life is Beautiful

LIFE IS VERY PRECIOUS AND BEAUTIFUL SO ENJOY EACH AND EVERY MOMENT OF LIFE, SHARE YOUR KNOWLEDGE AND LOVE PEOPLE

WEDNESDAY, OCTOBER 21, 2009

## A Santa for These Economic Times: New book, "The Santa Story Revisited," Inspires Parents to Tell an "Expanded" Santa Story

(1888PressRelease) - "The Santa Story Revisited: How to Give Your Children a Santa They Will Never Outgrow" offers an expanded Santa, with all of the magic and none of the pretense. In the book, which is both memoir and how-to, author Arita Trahan presents Santa as a game—a timeless game that everyone is already playing.

Arita's expanded Santa is also the hero of anonymous giving. This is a Santa we can emulate as well as enjoy. Children are invited to play both roles—giving secretly as Santa as well receiving from Santa. This perspective segues the child into appreciating both sides of the Santa experience and eliminates any expiration date on their enjoyment.

This is a Santa experience that works for everyone. Parents continue being anonymous givers; children learn to play Santa by secretly giving gifts and acts of kindness to family and community—adding to the gifting concept of the season. Generosity becomes more of a game than an obligation as children experience the joy that's inherent in giving without conditions.

Arita says, "I suspect that the reason parents get so invested in playing Santa is that giving anonymously (without getting any credit) is the closest demonstration we have to unconditional love. It is deeply satisfying and lots of fun. We want our children to keep 'believing' so we can keep playing. The good news is that by simply including our children in the game, it never has to end."

A companion song, "I'm Being Santa" celebrates the pay-it-forward nature of anonymous giving that Trahan presents in her book. A music video of the song is on YouTube at <http://www.youtube.com/watch?v=mbh45srDylc>.

View more at:  
<http://www.1888pressrelease.com/santa/chirstmas/a-santa-for-these-economic-times-new-book-the-santa-story-pr-158206.html>

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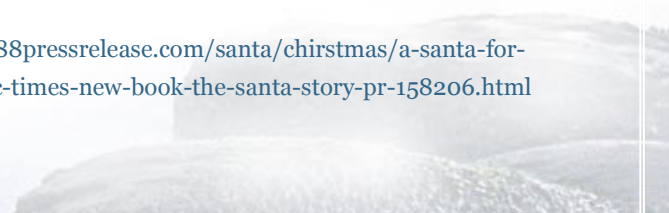
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