

**FOR IMMEDIATE RELEASE**

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## **Santa is Alive and Well and Lives in Vero Beach Florida!**

*Our community is blessed to have "Santa Max" bringing joy to children and adults on the Treasure Coast*

Santa Max started in 1990 as a volunteer Santa with Florida Power and Light (FPL). A Christmas Party was put on each year for the employees and their families and FPL hired a ballet company to put on Swan Lake. There was an extra-long intermission and photos with Santa and individual presents were given for each child/family.

The second activity that Santa and the volunteers supported was hosting a underprivileged family for Christmas. On Christmas Eve, the group would assemble at the designated house. We setup a Christmas tree, put presents under the tree and delivered a precooked Christmas dinner, ready to be reheated the next day.

This was uplifting to those involved and warmed the hearts of us all.

**Now, in 2017**, Santa Max is semi-retired. There is lots of free time around Christmas. He still does some appearances at no charge and has also been hired for many private and public events. Over the past couple of years, Santa Max's appearances have included Vero Beach Dillard's for their VIP night. Many people were taking selfies with Santa to send to the grandkids. "Grandma (and/or Grandpa) is friends with Santa Claus and you better be good to Grandma..." – A good time was had by all.

Santa donated blood to promote One Blood, the blood bank. I do platelets. – Yes, Santa give more than just presents. Another activity that Santa supported was Vero Beach cleans the beach. The appearance was to make the public more aware of this volunteer activity. There were several prerecorded videos done to support specific groups that requested a Santa message.

Vero Beach Hotel and Spa was the BEST client. Santa Max appeared at the Employee Christmas Party. There was a party photo booth about half of all the photos that night where with Santa. Photos were goofy, raucous and seasonally serious. Santa stayed much later than bargained for. We all had a good time.

Santa was invited back to the hotel to do "Greet the Guest". This was a surprise to the families as they entered. Just inside the door was a BIG, beautiful Christmas tree. With it as the background, photos were taken with Santa and the groups (candy canes were given out). The photos were emailed to the individuals by the hotel. A good and memorable time was had by all.

After Christmas, Santa returned to the hotel for a photo shoot of “Santa vacations at Vero Beach Hotel and Spa”. This was a promotion for the hotel and Santa Max wore a variety of outfits for the occasion.

There were multiple Skype / FaceTime calls with kids. One resulted in the 8-year-old girl writing a follow-up letter to Santa; which spawned a pre-recorded Santa reply. The little girl and her 3-year-old sister were thrilled. Tears of joy followed, and the parents were very pleased. In addition to live Santa calls, prerecorded video messages were made by specific request and sent to individuals and families.

**Santa Max is still available for:**

Home Parties

Present Delivery

Company Parties

Photo Shoots

Parades & Tree

Lightings

Community Events

Videos from Santa

Skype Calls from Santa

Commercials / TV

Facebook

Florida Santa

**Call for Santa’s availability at (407) 929-0072**

**SANTA MAX WISHES OUR COMMUNITY  
A VERY MERRY CHRISTMAS!**