

## **SANTA RICK, the Southeast's premier Santa**

*Creating magical moments that last a lifetime!*

Santa Rick first set his boots on the path towards a Santa career in 1968 and has been perfecting his persona ever since. Passionate about representing the true spirit of Santa, he strives to bring hope and joy into the lives of children and adults alike.

A consummate professional, Santa Rick has instructed at several Santa schools where he consistently demonstrates and advocates professionalism and integrity in the Santa industry. In 2016, he founded his own school, the Northern Lights Santa Academy, with a goal of educating students for the monumental responsibility of being Christmas professionals. The Northern Lights Santa Academy has quickly developed a stellar reputation and become one of the largest Santa schools in the country, and the largest in the Southeast.



As the Santa for the Atlanta Braves and the Atlanta Falcons since 2013, Santa Rick is an ambassador of the Christmas spirit to thousands of fans each year. In 2016 Santa Rick was selected as the brand ambassador for an international video chat app making Santa easily accessible to families at home. Santa Rick not only serves clients throughout the United States, but has international clients as well, recently appearing in Hong Kong during the 2018 season. When he's not delighting children and adults alike, Santa Rick mentors other holiday professionals and serves as an agent for his company, the National Santa Agency, which provides Santas, Mrs. Claus and Elves for clients around the country.

Santa Rick has appeared in a national commercial and has been the subject of several documentary films. He has been featured on NPR's Storytellers, CNN and CBS Channel 46. His other television appearances include NPR's "A Closer Look" with Rose Scott, Atlanta & Company on 11 Alive, Fox 5 Atlanta and WSB-TV Channel 2. He has been featured in articles in Fox News, CNBC, Atlanta Magazine, Reporter Newspapers, Atlanta Senior Life Magazine, the New York Post, Business Insider, the Hong Kong Standard, The Times of Israel, and newspapers in Turkey, Sweden and Germany.

A committed member of the community, Santa Rick has volunteered for several organizations including Big Brothers of America, Boy Scouts of America, Children's Healthcare of Atlanta, Toys for Tots, United Cerebral Palsy, and the Georgia Aquarium.

Santa Rick has an independent third-party background check conducted annually and carries a \$4,000,000 Santa liability insurance policy.

Santa Rick's professional affiliations include International Brotherhood of Real Bearded Santas, Fraternal Order of Real Bearded Santas, Georgia Metro Santas, Central Georgia Santas, Peachtree Santas, and Real Bearded Santas of North Georgia. His beard is registered with the National Beard Registry (#7655), and he is a member of the Gwinnett Chamber of Commerce. In 2018 Santa Rick was inducted into the prestigious Knights of St. Nicholas, an elite organization within the Santa industry that upholds the principles of the Santa Claus Oath and currently has less than 40 inductees worldwide.

Please call Santa Rick at (404) 936-2888 to make your holiday event an unforgettable experience!



