



NORAD TRACKS SANTA MEDIA GUIDE

For interviews prior to December 24

Call (719) 554-6889 or email ntsmedia@outlook.com

For interviews on December 24th

Call (678) 421-6623 or (404) 673-8701 or email newsdesk@dvidshub.net.

Be sure to include your station or affiliate call letters, two or three preferred time blocks and whether this will be carried live or taped.

***If you are requesting an interview on the 24th, please understand that each interview is scheduled for a 15min block and blocks are filled quickly on a first-come basis. We encourage you to schedule early. ***

For NTS Imagery/B-Roll/Commercials/Assets:

www.dvidshub.net/feature/NORADTracksSanta

NORAD Tracks Santa Social Media:



www.facebook.com/noradsanta



www.twitter.com/NoradSanta



www.instagram.com/noradtrackssanta_official/



www.youtube.com/NORADTracksSanta

Contact Us:



Email: ntsmedia@outlook.com



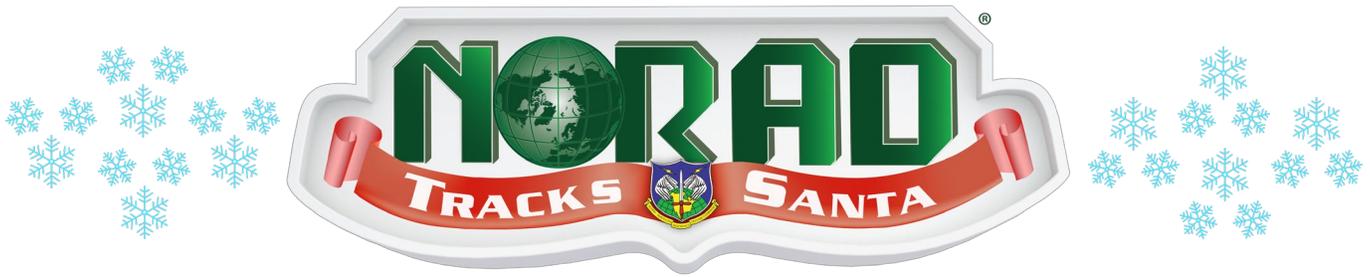
Phone: (719) 554-6889



Skype: NORADTracksSanta (for media use only)



Zoom: ntsmedia@outlook.com (for media use only)



The Tradition Continues

NORAD has been tracking Santa since 1955 when a young child dialed the misprinted phone number from a department store advertisement in the local newspaper. That phone number rang into the Continental Air Defense Command (CONAD) Operations Center in Colorado Springs, Colorado.

The operations center director was quick to realize a mistake had been made, and assured the youngster that he was Santa. And so began the affiliation of NORAD and Santa.

The tradition continued when NORAD was formed in 1958. Each year since, NORAD has dutifully reported Santa's location on Dec. 24 to millions of children and families across the globe.



*The North American Aerospace Defense Command (NORAD) is a United States and Canadian bi-national organization charged with the missions of **aerospace warning, aerospace control, and maritime warning** in the defense of North America.*

NORAD also tracks Santa Claus every Dec. 24 through the NORAD Tracks Santa program.

NORAD Tracks Santa spreads good will and holiday cheer, while also informing people around the world about NORAD's missions.



2020 Stats Dec 1 – Jan 1

Website

- www.noradsanta.org
- Available in 8 languages
- 2D/3D tracking maps, Santa Camera videos, Countdown Calendar and games
- 11.02 million users

Live Operations Center

- 1-877-HiNORAD
- Calls answered: 20.2K
- 175 volunteers over 20 hours

Social Media

- #noradtrackssanta
- Facebook followers: 2.04M
@noradsanta
- Twitter followers: 216.6K
@noradsanta
- Instagram followers: 13.9K
@noradtrackssanta_official
- YouTube: 985.3K views
www.youtube.com/noradtrackssanta

OnStar

- 12.4K requests to locate Santa

Amazon Alexa

- Skill accessed 12.3M times

Contributors

- 70+ national and local pro-bono contributors

Tracking Santa Today

24 hours a day, 365 days a year, in defense of North America, NORAD tracks everything that flies in and around Canada and the United States.

Homeland Defense is our #1 Priority.

On Dec. 24, NORAD has the very special mission of also tracking Santa.

NORAD Tracks Santa has grown tremendously over the years. Today through satellite systems, high-powered radar and jet fighters, NORAD Canadians and Americans track Santa Claus on his journey.

Millions of people around the world track Santa with NORAD via our website, social media, mobile apps and calls to our NTS Operations Center on Dec. 24.

The NORAD Tracks Santa website offers family-friendly games, videos and information about Santa and NORAD. People who have an OnStar subscription can ask the operator to locate Santa. Amazon Alexa users are able to request Santa's location on the NORAD Tracks Santa skill. Santa Trackers can also use Bing to learn of Santa's whereabouts.

All of this is made possible by the amazing generosity of our volunteers and our government and corporate partners who help bring the NORAD Tracks Santa program to the world for free.

We are honored that NORAD Tracks Santa has become a part of so many families' holiday traditions.





NORTH AMERICAN AEROSPACE DEFENSE COMMAND *Press Release*

Directorate of Public Affairs, Headquarters, North American Aerospace Defense Command,
250 Vandenberg, Suite B016, Peterson SFB, Colorado 80914-3808
Phone (719) 554-6889, DSN 692-6889; NORAD website: www.norad.mil

FOR IMMEDIATE RELEASE

Nov. 29, 2021

NORAD is Ready to Track Santa's Flight for the 66th Year

PETERSON SPACE FORCE BASE, Colo. — The North American Aerospace Defense Command is celebrating the 66th Anniversary of tracking Santa's yuletide journey around the globe! The NORAD Tracks Santa website, www.noradsanta.org, launching December 1, features Santa's North Pole Village, which includes a holiday countdown, games, movie theater, holiday music, webstore, and more. The website is available in eight languages: English, French, Spanish, German, Italian, Japanese, Portuguese, and Chinese.

The official NORAD Tracks Santa app is also in the Apple App and Google Play stores, so parents and children can count down the days until Santa's launch on their smart phones and tablets. Tracking opportunities are also offered through social media on Facebook, Twitter, YouTube, and Instagram, as well as on partner platforms Bing, Amazon Alexa and OnStar.

Starting at 4 a.m. EST on December 24, website visitors can see updates as Santa makes preparations for his flight. Then, at 6 a.m. EST, trackers worldwide can call to inquire as to Santa's whereabouts by dialing the toll-free number 1-877-Hi-NORAD ([1-877-446-6723](tel:1-877-446-6723)) where they will either speak with a live phone operator or hear a recorded update. Due to COVID concerns, the NORAD Tracks Santa Operations Center will have fewer phone operators, so callers who do not reach a volunteer will hear a regularly updated recording as to Santa's current location. Anytime on December 24, Amazon Alexa users can ask for Santa's location through the NORAD Tracks Santa skill for Amazon Alexa, and OnStar subscribers can press the OnStar button in their vehicles to locate Santa. Santa Trackers can also use the Bing search engine to learn of Santa's location.

Tracking Santa has been a tradition since 1955 when a local newspaper advertisement informed children they could call Santa directly – only the contact number was misprinted. Instead of reaching Santa, the phone rang through to the crew commander on duty, U.S. Air Force Colonel Harry Shoup, at the Continental Air Defense Command Operations Center, the predecessor to NORAD. Col. Shoup was quick to realize a mistake had been made, and assured the child he was Santa. Shoup then assigned a duty officer to continue answering calls. Thus, a holiday tradition was born, which NORAD has carried on since it was created in 1958. Each year since, NORAD has reported Santa's location on December 24 to millions of children and families around the world.

NORAD Tracks Santa is truly a global experience, delighting generations of families everywhere. This is due, in large part, to the efforts and services of numerous program contributors.

This year's contributors include:

Peterson-Schriever Garrison	DoD Education Activity The Elf on the Shelf	Portable North Pole Royal Canadian Air Force Band
Acuity Scheduling	Extended Stay America	SciJinks
Alaskan NORAD Region	Getty Images	Shirt Stop
Agingo	Globelink Foreign Language Center	SiriusXM
Amazon Alexa	Hewlett Packard	Six String Soldiers
Amazon Web Services	Historic Arkansas Riverwalk of Pueblo	Space Foundation
Analytical Graphics, Inc. (AGI)	Lotz Of Happy Christmas	Together We Stand Foundation
Ansys	Marine Toys for Tots Foundation	U.S. Air Force Band
Avaya	Meshbox	U.S. Air Force Academy Band
Canadian NORAD Region	Microsoft	U.S. Air Force Heartland of America Band
Canadian Forces Museum of Aerospace Defence	Microsoft Azure	U.S. Coast Guard Band
CenturyLink	Microsoft Bing	U.S. Department of State Family Liaison Office
Cesium	Naden Band of Maritime Forces Pacific	U.S. Merchant Marine Academy
Christmas in the Park	NASA Space Place	U.S. Navy Band Northeast
Colorado Springs Chamber & Economic Development Corporation	Nashville Net User Group	U.S. Olympic and Paralympic Committee
Continental U.S. NORAD Region	Navy Marine Corps Public Health Center	Verizon
CradlePoint	OnStar	
Defense Video & Imagery Distribution Systems	Package From Santa	
	Plantronics	
	PR Karma	

NOTE TO MEDIA MEMBERS: If you are interested in covering the NORAD Tracks Santa program, send requests to NTSMedia@outlook.com or call (719) 554-6889.

Please also visit the NTS DVIDS page <https://www.dvidshub.net/feature/NORADTracksSanta> for B-roll video, photos, and more.