

**PURPOSE:**

**Believe Without A Doubt™ Licenses** feature the likenesses and distinguishing characteristics of Santa Claus, the Easter Bunny and the Tooth Fairy. When accidentally “dropped” in a prominent location, a **Believe Without A Doubt™ License** will help perpetuate holiday magic and encourage children of all ages to believe!

**SOLUTION:**

Today our children grow up faster than ever before. Sadly, they stop believing in Santa and other magical characters at a much younger age. Children today are more worldly and knowledgeable thanks to modern technological advances. On Christmas Eve children can track Santa on the web and estimate his approximate time of arrival. A partially eaten tray of cookies, or foot prints in the snow, are not the same as substantial proof of a license to drive a sleigh, hop a bunny trail or fly. Our products will help all families with the continuation of childhood! You *can* keep them little one more year!

**Targeted Buying Audience: All Shoppers:**

Mom’s, Dad’s Grandma’s Grandpa’s, Aunts, Uncles, Brothers & Sisters, Friends and Neighbors.

**Target Market:** Children, ages 4 to 8 years old. Adult consumers can also use the licenses as a Gift Topper, Stocking Stuffer, Holiday Ornament, Dinner Place Cards, Baby Shower Gift, Christmas Gift. Delightful for all general gift giving. A welcomed surprise when placed in a “special card” or in a beautiful gift basket!

**Detailed Description:** **Believe Without A Doubt™ Licenses** are used to “prove” that the beloved, childhood characters of Santa Claus, The Easter Bunny and Tooth Fairy exist. They were developed to keep children believing. Constructed of strong laminated litho plastic, each license maintains the conventional size of your **driver’s license**. All licenses are **lead free and made in the USA**. Details are written specifically to each character, with Santa Claus’s height listed as short, weight as stout and eyes that twinkle, and the Easter Bunny has chocolate brown eyes and fluffy white hair. The back of each **Believe Without A Doubt™ License** contains restrictions and special allowances, similar to a conventional license. They are written for children using familiar words and phrases such as “*only to be used to deliver toys to good girls and boys*” and “*permitted to take tooth.*” The Tooth Fairy license promotes good dental health by encouraging the children to brush their teeth, floss and smile! To give the child the freedom of imagination of what the Tooth Fairy looks like, no photo is given due to body transparency and states as such in the special allowances. Santa Claus and the Easter Bunny’s photos are picture perfect! The child’s parents or care giver can place the **Believe Without A Doubt™ License** in a wide range of locations. Once the child wakes up, they will find the license and know that each character was there because they will be holding *the proof in their hands!* Since most children have seen a driver’s license, the adult can pull out theirs and let the child compare. Any doubt of existence will be eliminated.

*Each license comes with instructions when found. Perfect!*

**PACKAGING:** We offer our products with a colorful eye-catching header in an attached clear plastic bag that allows the consumer a full view of the licenses. The choice of several beautiful organza drawstring bags in seasonal colors / prints are also available. Each organza bag has a tag attached that details the product.

**All Products are UPC-GTIN coded.**

**FOR IMMEDIATE RELEASE  
NEW PRODUCTS 2008**

**Believe Without A Doubt™**

**The Official Licenses of  
Santa Claus (As Himself)**

**The Easter Bunny**

**&**

**Tooth Fairy**

**From**

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**[www.pickacardproductions.com](http://www.pickacardproductions.com)**

**CREATED FOR CHILDREN AND THE CHILD IN ALL OF US!**

**Believe Without A Doubt™**