

# PRESS RELEASE



For more information:

Linda Mansfield, Restart Communications

Email: [LKMRestart@gmail.com](mailto:LKMRestart@gmail.com)

Cell: 317-201-0729

Note: Artwork is available in the “Press Kit” section of [EmmaAndTheReindeer.com](http://EmmaAndTheReindeer.com).

Review copies are also available upon request.

## **New Kids Book, “Emma and the Reindeer,” Use Christmas Theme to Promote Environmentalism**

INDIANAPOLIS, April 7 — Earth Day (April 22) and Christmas intermingle in a new middle-grade novel, “Emma and the Reindeer.”

Writing under the pen name “Emma Gallagher,” Indianapolis-based author Linda Mansfield uses the magic of Christmas to promote environmentalism to children ages 8-12 in her new book.

After all, climate change has hit the Arctic hard, so of course it affects Santa!

“Emma and the Reindeer” has already been tagged as a “#1 new release” in multiple categories on Amazon.

The 133-page book follows 11-year-old Emma Gallagher, who receives an unexpected visitor: her 15th great-grandmother, Grandma Hazel — an elf straight from the North Pole!

With Christmas at risk due to climate change affecting the reindeer’s food supply that allows them to fly, Emma is chosen for an urgent mission: write a children’s book to inspire kids worldwide to quit procrastinating and make lifestyle changes to help the environment. Since she’s a kid herself, those at the North Pole hope her words will resonate with other children.

Whisked to the North Pole, Emma interviews all eight of the reindeer on Santa’s team. Readers learn they’re all female, since male reindeer lose their antlers before Christmas each year. Some of them are definitely feminists. Some are interested in STEM subjects. All of them are eager to relate eco-friendly tips that Emma can use in her book to convince kids to become more environmentally conscious.

## “Emma and the Reindeer” — Page 2

Emma is invited to dinner with Santa and Mrs. Claus, and she goes snowmobiling with an elf named Benny. Blitzen introduces Emma to Isabella, a seal who is the last in a line of seals headed for extinction due to climate change. There's a close call with a hungry polar bear. Then she falls into a hole made by a melting glacier and ends up in North Pole General Hospital. Finally she returns home to tackle her bad habit of procrastination in order to relate her experiences and the reindeer's environmental tips in her book.

It all makes for a heartwarming adventure that blends magic, humor, and a call to action, encouraging young readers to believe in their power to make a difference and save Christmas and the Earth!

The reindeer are not just a group of animals hitched to a sleigh in “Emma and the Reindeer.” We're introduced to each one individually, and they're captivating supporting characters:

- Dasher is no-nonsense. Realizing that humans are a skeptical species, she takes Emma on a short flight to prove to her that Santa's reindeer can fly.
- Dancer loves — you guessed it — to dance! She teaches Emma the samba.
- Prancer is the most sophisticated of Santa's reindeer. She does dressage.
- Vixen can be a little tricky. She's very worldly. She loves strategic board games.
- Comet is a good ol' gal who loves country music!
- Cupid is the Magic Kingdom's matchmaker; her favorite sport is archery.
- Donna: A talented recording artist, she changed her name from Donner to Donna in 1878.
- Blitzen: Santa's wisest reindeer, she loves trees!

The artwork for the cover was done by Enkelejda Ramo, a native of Albania who now lives in Avon, Ind.

Mansfield was born in Harrisburg, Pa., and raised in Mechanicsburg and Shippensburg, Pa. She is a graduate of Shippensburg University of Pennsylvania. After 23 years in the New York City metro area she moved to Indianapolis, and she currently lives on the west side of the Circle City. In addition to being an author she owns a motorsports PR firm, Restart Communications, LLC, and she's the part-time communications coordinator of North United Methodist Church in Indianapolis.

The book is available as a hardcover, a paperback, and an ebook. Plans are in the works for an audiobook too. The hardcover's ISBN is 978-0-9968617-6-2; the paperback's is 978-0-9968617-7-9, and the ebook's is 978-0-9968617-8-6. Its Library of Congress control number is 2025901037.

For more information see [EmmaAndTheReindeer.com](http://EmmaAndTheReindeer.com).