



Town of Little Elm
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News Release

FOR IMMEDIATE RELEASE

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Fire Department to help ensure Santa misses no one *Annual ride allows portly gift-giver to map Christmas Eve route*

LITTLE ELM (November 30, 2016) With help from the Little Elm Fire Department, Santa Claus will complete his annual pre-Christmas Eve check ride, giving him the opportunity to plan his one-night drop-off route around the Town's neighborhoods.

"We are fully aware of the importance Santa places on this annual check ride," says Little Elm Fire Chief Brian Roach. "How else can we be sure that he does not inadvertently miss any Little Elm residences? We simply could not live with that."

As an added bonus, youngsters in Little Elm will be able to get a sneak peek at the Jolly Old Elf as he maps out his route.

The yearly ride is called Santa Around Town, and the Fire Department, with the assistance of the Little Elm Fire Department Auxiliary, will serve as hosts and transporters for Santa on selected nights between Dec. 5 and 15 beginning each evening at 6:30 p.m. He'll ride atop one of the Town's fire engines as it winds its way through the streets.

An alphabetical list of streets where Santa will appear along with the date for each street is available by visiting www.littleelm.org/santa. Santa will be preceded by a lead vehicle playing music and using the siren.

On-duty Fire personnel will be accompanying Santa and they may need to respond to emergency calls. Heavy rain or other precipitation may also cause the evening's ride to be either cancelled or postponed.

"We appreciate the residents' understanding in case a delay or cancellation of Santa's visit to their street occurs. Where possible, make-up dates will be scheduled and posted on the website," said the Chief.

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ABOUT LITTLE ELM – Little Elm is one of the state's fastest growing communities. Nestled on the shores of Lake Lewisville, the Town was incorporated in 1966, adopting the Council/Manager form of government. The population increased dramatically over the last several years, growing from under 4,000 in 2000 to over 30,000 today. Little Elm's population exceeds the state average in education and income, and is increasingly trending younger and technologically proficient. The Town's footprint is just over 21 square miles and boasts some 66 linear miles of shoreline within its boundaries.