

# THE TOY IS NOT ENOUGH!

**Selfridges' grotto reveals the secret of what kids are really asking Santa for this Christmas**

Selfridges' grotto, Oxford Street, London



As the adult world's festive shopping lists rise to a new level of uber luxury, Selfridges' Oxford Street grotto reveals, in contrast, many children are ditching posh toys and expensive gadgets in favour of a more fantasy inspired gift list this Christmas.

More than 20,000 children have passed through the grotto's doors since its launch on November 17<sup>th</sup>, boarding the Santa Express, through a magical winter wonderland to see Father Christmas, the one man in the world who can make their Christmas wishes come true. The grotto is free to all customers, however those booking on line pay a small on line fee of £3 (for a party of up to four people), with all proceeds going to Selfridges' charity of choice, Make A Wish Foundation.

It would appear some British kids are turning their back on a toy market bursting with a plethora of transformers, idolesque dolls and mind blowing technology, and asking Santa for a more mystical themed wish list for Christmas 2007.

## **SELFRIDGES' TOP TEN CHRISTMAS WISHES FOR SANTA:**

1. to be a superhero
2. to be able to fly
3. to fly to the moon on a space ship
4. to meet Justin Timberlake
5. to do magic
6. to be able to see in the dark so I'm not scared in the night
7. to make my hair curly (even though one nine year old from Slough stated, she

ate ALL her crusts!)

8. to be a princess
9. to be able to talk to animals
10. to have a pet elephant

Sally Scott, Marketing Director says, "The grotto is the most charming ingredient in our Christmas service offer and these special wishes from children who've visited are a joy. We are pleased to be supporting the Make A Wish Foundation and are thrilled that our grotto has played a part in helping the charity give even more of a magical help to the kids who really need it this Christmas."

**Ends**

**For further information, products or images please contact Lucy Gillis @ ZPR on 0207 896 3202 or email [lucy@z-pr.com](mailto:lucy@z-pr.com)**

**Notes to editors:**

The UK-based Make A Wish Foundation grants magical wishes to children and young people fighting life-threatening illnesses. The charity has granted over 4,500 wishes since its launch in 1986 and is aiming to grant 21 wishes a week by the year 2010.

Full list of Selfridges' Christmas services:

1. Christmas Grotto: A magical experience for children, Father Christmas fans and the young at heart to take a trip on the Santa Express to see the man who can make your Christmas wishes come true.

19.11 to 24.12, Ultra Lounge, Lower Ground Floor, Oxford Street, Book online at [www.selfridges.com](http://www.selfridges.com)

2. Gift gurus: A team of highly 'gifted' people, roaming Selfridges' shop floor, helping customers to complete their Christmas shopping lists. There will be thirty gurus in total to assist with even the trickiest of trinket tribulations. 29.11 to 24.12

3. Hampers: This Christmas, Selfridges will be offering exclusive food and wine hampers to order for nationwide and even global delivery! These traditional wicker hampers are packed with foods created by some of Britain's finest family-run artisan food producers, in addition to a selection of Selfridges own food products. Prices range from £35 for The Mad Hatter tea party hamper to £800 for The Ultimate, which includes over 35 carefully selected delicacies including sixty year old Vecchia Balsamic vinegar, Gosset Grande Reserve Champagne, Caspian Sevruga caviar and a certificate for two to visit Sir Hans Sloane chocolate studio.

Hamper service desk located in food hall or orders can be taken online at [www.selfridges.com](http://www.selfridges.com)

4. Gift wrap: Selfridges' luxury packaging offered on ALL gift purchases. 29.11 to 24.12. Exhibition Hall, 3<sup>rd</sup> floor, Oxford Street

5. Carry to car: A team of *exceptionally* strong people able to assist customers with their shopping (no weight restrictions attached!) to the car park, a waiting taxi, sleigh or any of the ground floor entrances. 29.11 to 31.12

6. Buggy check: In conjunction with the Christmas Grotto, customers can leave their buggies (minus babies!) whilst they board The Santa's Express train, in exchange for a raffle ticket which will be returned when required. 16.12 to 24.12

7. Gift voucher sites: A bank of three tills situated on the ground floor (by stationary), dedicated entirely to selling and topping up gift cards or vouchers. 29.11 to 31.12

8. Collect by car: Customers can arrange for their Christmas shopping to be centrally collated and taken to the forecourt where they can drive up to and collect their festive purchases. 29.11 to 24.12

9. Coat and bag check: A facility for customers to leave their coats, luggage and/or shopping for collection later in the day, all for £3!  
29.11 to 24.12. Exhibition Hall, 3<sup>rd</sup> Floor, Oxford Street.

10. Selfridges' Flying squad: This Christmas Selfridges has invested in a new team of multi skilled people to help keep the store in tip top condition in the run up to Christmas. They will be on hand to tackle any operational issues, ensuring customers are served with ultimate speed and efficiency over the festive period. 29.11 to 31.12