



Being Santa Claus: What I Learned about the True Meaning of Christmas

Sal Lizard, Jonathan Lane

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A veteran Santa reveals heartwarming true stories and lessons from his twenty-year career spreading Christmas magic.

With the holiday shopping season beginning earlier each year, more than ever. Americans are struggling to remember the true meaning of Christmas. And who better to deliver the gift of Christmas inspiration than a man who has spent the last two decades playing Santa?

Sal Lizard was in his twenties when his beard and hair turned completely white. Today he appears everywhere from malls and parades to schools and hospitals. And— from his custom-made red velvet suits to the mistletoe that hangs from the rearview mirror in his Santa-mobile—he is Santa Claus three hundred and sixty-five days a year.

In *Being Santa Claus* Sal reflects on his experiences with both children and adults including:

- Christmas magic is all around us: We don't always see it, but it is there, shaping and enriching our lives.
- Sometimes you need to go that extra mile: Santa Claus is the one person who can't even use a blizzard as an excuse not to honor his commitments, and Sal teaches adults the importance of always showing up for our children.
- Even a small child can make a big difference: Sal has met some impressive children over the years, and he's learned that you don't need to be a grown-up to make an impact on the world around you.

In *Being Santa Claus* Sal shares these lessons, along with often heartwarming, occasionally heartbreaking, and sometimes downright hysterical stories from his twenty-year career as Santa.

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