



NORTH AMERICAN AEROSPACE DEFENSE COMMAND

Press Release

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FOR IMMEDIATE RELEASE

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NORAD is Ready to Track Santa's Flight for the 66th Year

PETERSON SPACE FORCE BASE, Colo. — The North American Aerospace Defense Command is celebrating the 66th Anniversary of tracking Santa's yuletide journey around the globe! The NORAD Tracks Santa website, www.noradsanta.org, launching December 1, features Santa's North Pole Village, which includes a holiday countdown, games, movie theater, holiday music, webstore, and more. The website is available in eight languages: English, French, Spanish, German, Italian, Japanese, Portuguese, and Chinese.

The official NORAD Tracks Santa app is also in the Apple App and Google Play stores, so parents and children can count down the days until Santa's launch on their smart phones and tablets. Tracking opportunities are also offered through social media on Facebook, Twitter, YouTube, and Instagram, as well as on partner platforms Bing, Amazon Alexa and OnStar.

Starting at 4 a.m. EST on December 24, website visitors can see updates as Santa makes preparations for his flight. Then, at 6 a.m. EST, trackers worldwide can call to inquire as to Santa's whereabouts by dialing the toll-free number 1-877-Hi-NORAD ([1-877-446-6723](tel:1-877-446-6723)) where they will either speak with a live phone operator or hear a recorded update. Due to COVID concerns, the NORAD Tracks Santa Operations Center will have fewer phone operators, so callers who do not reach a volunteer will hear a regularly updated recording as to Santa's current location. Anytime on December 24, Amazon Alexa users can ask for Santa's location through the NORAD Tracks Santa skill for Amazon Alexa, and OnStar subscribers can press the OnStar button in their vehicles to locate Santa. Santa Trackers can also use the Bing search engine to learn of Santa's location.

Tracking Santa has been a tradition since 1955 when a local newspaper advertisement informed children they could call Santa directly – only the contact number was misprinted. Instead of reaching Santa, the phone rang through to the crew commander on duty, U.S. Air Force Colonel Harry Shoup, at the Continental Air Defense Command Operations Center, the predecessor to NORAD. Col. Shoup was quick to realize a mistake had been made, and assured the child he was Santa. Shoup then assigned a duty officer to continue answering calls. Thus, a holiday tradition was born, which NORAD has carried on since it was created in 1958. Each year since, NORAD has reported Santa's location on December 24 to millions of children and families around the world.

NORAD Tracks Santa is truly a global experience, delighting generations of families everywhere. This is due, in large part, to the efforts and services of numerous program contributors.

This year's contributors include:

Peterson-Schriever Garrison	DoD Education Activity The Elf on the Shelf	Portable North Pole Royal Canadian Air Force Band
Acuity Scheduling	Getty Images	SciJinks
Alaskan NORAD Region	Globelink Foreign Language Center	Shirt Stop
Agingo	Hewlett Packard	SiriusXM
Amazon Alexa	Historic Arkansas Riverwalk of Pueblo	Six String Soldiers
Amazon Web Services	Lotz Of Happy Christmas	Space Foundation
AGI, an Ansys Company	Marine Toys for Tots Foundation	Together We Stand Foundation
Ansys	Meshbox	U.S. Air Force Band
Avaya	Microsoft	U.S. Air Force Academy Band
Canadian NORAD Region	Microsoft Azure	U.S. Air Force Heartland of America Band
Canadian Forces Museum of Aerospace Defence	Microsoft Bing	U.S. Coast Guard Band
CenturyLink	Naden Band of Maritime Forces Pacific	U.S. Department of State Family Liaison Office
Cesium	NASA Space Place	U.S. Merchant Marine Academy
Christmas in the Park	Nashville Net User Group	U.S. Navy Band Northeast
Colorado Springs Chamber & Economic Development Corporation	Navy Marine Corps Public Health Center	U.S. Olympic and Paralympic Committee
Continental U.S. NORAD Region	OnStar	Verizon
CradlePoint	Package From Santa	
Defense Video & Imagery Distribution Systems	Plantronics	
	PR Karma	

NOTE TO MEDIA MEMBERS: If you are interested in covering the NORAD Tracks Santa program, send requests to NTSMedia@outlook.com or call (719) 554-6889.

Please also visit the NTS DVIDS page <https://www.dvidshub.net/feature/NORADTracksSanta> for B-roll video, photos, and more.