



The Tradition Continues

NORAD has been tracking Santa since 1955 when a young child dialed the misprinted phone number from a department store advertisement in the local newspaper. That phone number rang into the Continental Air Defense Command (CONAD) Operations Center in Colorado Springs, Colorado.

The operations center director was quick to realize a mistake had been made, and assured the youngster that he was Santa. And so began the affiliation of NORAD and Santa.

The tradition continued when NORAD was formed in 1958. Each year since, NORAD has dutifully reported Santa's location on Dec. 24 to millions of children and families across the globe.



*The North American Aerospace Defense Command (NORAD) is a United States and Canadian bi-national organization charged with the missions of **aerospace warning, aerospace control, and maritime warning** in the defense of North America.*

NORAD also tracks Santa Claus every Dec. 24 through the NORAD Tracks Santa program.

NORAD Tracks Santa spreads good will and holiday cheer, while also informing people around the world about NORAD's missions.



2022 Stats

Nov. 25 – Jan. 1

Website

- www.noradsanta.org
- Available in 8 languages (9 languages in 2023)
- 2D/3D tracking maps, Santa Camera videos, Countdown Calendar and games
- 9.64M users

Live Operations Center

- 1-877-HI-NORAD
- Calls answered: 78K
- 1,100 total volunteers

Social Media

- #noradtrackssanta
- Facebook followers: 2M
@noradsanta
- Twitter followers: 209K
@noradsanta
- Instagram followers: 19.7K
@noradtrackssanta_official
- YouTube: 232.3K views
www.youtube.com/noradtrackssanta

OnStar

- ~12K requests to locate Santa

Amazon Alexa

- 9.7M utterances

Contributors

- 70+ national and local pro-bono contributors

Tracking Santa Today

24 hours a day, 365 days a year, in defense of North America, NORAD tracks everything that flies in and around Canada and the United States.

Homeland Defense is our #1 Priority.

On Dec. 24, NORAD has the very special mission of also tracking Santa.

NORAD Tracks Santa has grown tremendously over the years. Today through satellite systems, high-powered radar and jet fighters, NORAD Canadians and Americans track Santa Claus on his journey.

Millions of people around the world track Santa with NORAD via our website, social media, mobile apps and calls to our NTS Operations Center on Dec. 24.

The NORAD Tracks Santa website offers family-friendly games, videos and information about Santa and NORAD. People who have an OnStar subscription can ask the operator to locate Santa. Amazon Alexa users are able to request Santa's location on the NORAD Tracks Santa skill. Santa Trackers can also use Bing to learn of Santa's whereabouts.

All of this is made possible by the amazing generosity of our volunteers and our government and corporate partners who help bring the NORAD Tracks Santa program to the world for free.

We are honored that NORAD Tracks Santa has become a part of so many families' holiday traditions.





NORAD TRACKS SANTA 2023 MEDIA GUIDE

For all interview requests

Call **(404) 673-8701** or email newsdesk@dvidshub.net.

Be sure to include your station or affiliate call letters, two or three preferred time blocks and whether this will be carried live or taped.

***If you are requesting an interview on the 24th, please understand that each interview is scheduled for a 15-minute block, and blocks are filled quickly on a first-come, first-served basis. We encourage you to schedule early. ***

For NTS Imagery/B-Roll/Commercials/Assets:

www.dvidshub.net/feature/NORADTracksSanta

NORAD Tracks Santa Social Media:



www.facebook.com/noradsanta



www.twitter.com/NoradSanta



www.instagram.com/noradtrackssanta_official/



www.youtube.com/NORADTracksSanta

Contact NORAD PA for non-interview questions at:



Email: n-ncpa.omb@mail.mil



Phone: 719-554-6889

About NORAD

1. Defending North America = #1 priority
2. NORAD monitors and defends North American airspace 24/7/365
3. One additional mission on Dec. 24 = tracking Santa
4. US/CAN = bi-national organization charged with: aerospace warning/control and maritime warning
5. Prevent air attacks against North America
6. Safeguard the sovereign airspaces of the US/CAN
7. Responds to unknown air activities in and around North American airspace

Data (derived from NTS 2022)

- Since **1955 = 68** years in 2023
- **1,100** volunteers
- **~260,000** calls received Dec. 24
- **73.5K** calls answered in person
- **2M+** social media followers and **4B+** reach
- **FB 1.9M | X 215K | Instagram 17K | YouTube 35K**
- **87M+** views on NTS website
- **9.7M** Amazon Alexa requests
- **~44K** (2021) OnStar Santa location requests
- **178K** NTS video views

Fun facts

- Family-friendly games, videos and information about Santa and NORAD (started Dec. 1)
- **9 languages:** English, French, German, Italian, Japanese, Portuguese, Spanish, Korean, and Chinese
- **New this year:** Korean was added as an additional language to the website
- **54 corporate contributors** supporting: NTS phone lines, website, video for Santa cams, live tracker updates
- **3 systems** provide a picture of Santa's whereabouts:
 - **Radar** (i.e., North Warning System)
 - **Satellites**
 - **NORAD Aircraft:** in US F-15/F-16/F-22/F-35/KC-135/AWACS and in Canada CF-18

Contact and follow us!

1. **1877-HI-NORAD (1877-446-6723)**
2. www.noradsanta.org (website)
3. **Facebook, Instagram, YouTube, and X (#NORADTracksSanta)**
4. **OnStar** subscribers can ask operator to locate Santa
5. **Amazon Alexa** and **Bing** users can request Santa's location
6. **SiriusXM** listeners can follow on Kid's Place Live