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.
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/noradtracksanta_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

<table>
<thead>
<tr>
<th>Data (derived from NTS 2022)</th>
<th>Fun facts</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Since 1955 = 68 years in 2023</td>
<td>• Family-friendly games, videos and information about Santa and NORAD (started Dec. 1)</td>
</tr>
<tr>
<td>• 1,100 volunteers</td>
<td>• 9 languages: English, French, German, Italian, Japanese, Portuguese, Spanish, Korean, and Chinese</td>
</tr>
<tr>
<td>• ~260,000 calls received Dec. 24</td>
<td>• New this year: Korean was added as an additional language to the website</td>
</tr>
<tr>
<td>• 73.5K calls answered in person</td>
<td>• 54 corporate contributors supporting: NTS phone lines, website, video for Santa cams, live tracker updates</td>
</tr>
<tr>
<td>• 2M+ social media followers and 4B+ reach</td>
<td>• 3 systems provide a picture of Santa's whereabouts:</td>
</tr>
<tr>
<td>• FB 1.9M</td>
<td>X 215K</td>
</tr>
<tr>
<td>• 87M+ views on NTS website</td>
<td>➢ Satellites</td>
</tr>
<tr>
<td>• 9.7M Amazon Alexa requests</td>
<td>➢ NORAD Aircraft: in US F-15/F-16/F-22/F-35/KC-135/AWACS and in Canada CF-18</td>
</tr>
<tr>
<td>• ~44K (2021) OnStar Santa location requests</td>
<td>• 178K NTS video views</td>
</tr>
<tr>
<td>• 178K NTS video views</td>
<td></td>
</tr>
</tbody>
</table>

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