



CCA and B, LLC — The Elf on the Shelf®

WHO IS CCA AND B, LLC?

Launched in 2005, Creatively Classic Activities and Books (CCA and B, LLC) is a private, family-owned publishing and entertainment company and home of the bestselling Christmas classic, *The Elf on the Shelf: A Christmas Tradition*. Thanks to the dedication of their North Pole employees, a line of interactive books, toys, and even a balloon in the Annual Macy's Thanksgiving Day Parade®, they have made their mark on the world's stage and helped to redefine Christmas tradition.

THE STORY

CCA and B's flagship title, *The Elf on the Shelf: A Christmas Tradition*, evolved out of a Christmas tradition that Carol Aebersold shared with her three children: Chanda Bell, Christa Pitts, and Brandon Aebersold. Every holiday season when they were growing up, Carol and her family would welcome the return of their family's elf, Fisbee, to keep an eye on the kids and report back to Santa each night leading up to Christmas.

In 2004, Carol and her daughter, Chanda, decided to write a book about Fisbee so that they could share this tradition with other families. Thus, *The Elf on the Shelf: A Christmas Tradition* was born. Shortly afterwards, Chanda's twin sister Christa joined the team to lead business development. After pitching the title to several publishing companies, and being rejected by each, they decided to self-publish the book through their newly-formed company, CCA and B, LLC.

The first book signing of *The Elf on the Shelf: A Christmas Tradition* took place at the Marietta Museum of History. Soon after, shops began signing on to carry their product. By the end of 2005, 18 stores set up "Santa-approved Scout Elf Adoption Centers" and the team sold out of their 5,000 units. The family trio spent the next three years traveling to trade shows, book signings and other events to promote their product.

The Elf on the Shelf® tradition, which includes the story of Santa's Scout Elf, became a hit with consumers. Local support contributed a lot to the company's initial launch and early growth.

Company:

CCA and B, LLC –
The Elf on the Shelf®

Industry:

Small Business

What Georgia provided CCA and B, LLC — The Elf on the Shelf®:

- Named Georgia Small Business Persons of the Year (2010), leading to nationwide acclaim.
- Partnership with The Junior League of Cobb-Marietta for inclusion in their annual *Mistletoe Market*.
- Easy access to workforce talent and new business partners through Hartsfield-Jackson Atlanta International Airport as they continue to expand around the world.

Awards:

- **#1 USA Today Bestseller**, 2013-2016
- **Featured in the Annual Macy's Thanksgiving Day Parade®**, 2013-Present
- **Georgia Small Business Persons of the Year**, 2010
- **Best Toy Award**, Learning Express, 2008
- **Book of the Year**, Creative Child Awards, 2008
- **National Best Books Award**, USA Book News, 2008
- **Georgia Family Business of the Year – small business finalist**, Cox Family Enterprise Center at Kennesaw State University, 2010
- **Spotlight Award – Christa Pitts and Chanda Bell**, University of West Georgia, 2011
- **40 Under 40 – Christa Pitts**, GA Trend Magazine, 2012
- **Citizen of the Year Award – Carol Aebersold, Christa Pitts and Chanda Bell**, Cobb Chamber of Commerce, 2014

“Creating family moments is at the core of what we do here at CCA and B, and it is what drives our company forward,” says Chanda. “The idea of families spending time together and celebrating traditions is something that people all over the world want to experience.”

In 2008, The Elf on the Shelf® won the Best Toy Award from Learning Express. Business continued to boom, and in 2010, Carol, Christa and Chanda were recognized as Georgia Small Business Persons of the Year by the U.S. Small Business Administration. This honor granted them the opportunity to attend an awards ceremony in Washington, DC hosted by the U.S. State Department, President Obama and the Small Business Administration.

In 2012, Santa’s Scout Elf appeared in the Annual Macy’s Thanksgiving Day Parade® for the first time, and *The Elf on the Shelf: A Christmas Tradition* hit #1 on the USA Today Bestsellers List the following year. Animated TV specials and additional Elf products have continued to mark their success over the years.

The company is headquartered in Atlanta, and the team has a strong commitment to investing in and supporting these communities.

“We grew up in Georgia and believe in growing where you’re planted,” says Chanda. “Our approach was to start small and grow from there – first expanding by county, then state, then nationwide and so forth.”

CCA and B employs 80 people and continues to grow every year. The Elf on the Shelf® products are available in 11,000+ retail outlets across the globe, and Santa has approved Official Scout Elf Adoption Centers in seven countries: United States, United Kingdom, Canada, Ireland, Mexico, Australia and Japan.

Today, more than 11 million Scout Elves have been adopted by families worldwide.

“Our growth is always very strategic, and we carefully examine each opportunity we have for further reach,” explains Christa. “The possibilities are endless and I can’t wait to see where the Scout Elves might land next.”

HOW GEORGIA HELPED

- Named Georgia Small Business Persons of the Year (2010), leading to nationwide acclaim.
- Partnership with The Junior League of Cobb-Marietta for inclusion in their annual *Mistletoe Market*.
- Easy access to workforce talent and new business partners through Hartsfield-Jackson Atlanta International Airport as they continue to expand around the world.

“A great benefit of being based in Atlanta is that it is a hub filled with talent. This has been a huge asset as we continue to expand our brand.”

– Chanda Bell, Co-CEO of CCA and B, LLC
Co-Author of *The Elf on the Shelf: A Christmas Tradition*

