



**ABC FAMILY SETS THE GUINNESS WORLD RECORD™
FOR THE LARGEST GATHERING OF SANTA'S ELVES IN NEW YORK CITY'S
THE POND AT BRYANT PARK**

**Jenny McCarthy and Dean McDermott of Network's New Original Holiday Movie,
"Santa Baby 2: Christmas Maybe," on Hand to Commemorate the Event**

**New Yorkers and Tourists Joined in on the Fun by Dressing
in Guinness World Record-Approved Elf Costumes**

New York, NY (December 7, 2009) – In support of its new original holiday movie, **"Santa Baby 2: Christmas Maybe,"** and the network's annual **25 Days of Christmas** event – the biggest programming event on cable – ABC Family today (Monday, December 7, 2009) set a new Guinness World Record™ for the largest gathering of Santa's "elves" together in one place! ABC Family's World Record Elf Party took place in New York's The Pond at Bryant Park. **"Santa Baby 2: Christmas Maybe"** stars Jenny McCarthy and Dean McDermott were on hand to help gather 607 "elves," surpassing the 250 needed to set the new world record. Joining McCarthy and McDermott to celebrate the festivities were cast members from the network's hit series "The Secret Life of the American Teenager" and "Make It or Break It."

New Yorkers and tourists visiting the city, including adults and children of all ages, took part in the record-setting event during which participants dressed in official Guinness World Record-approved elf costumes. At approximately 2:00 PM ET, GUINNESS WORLD RECORD™ officials declared the record had been set.

"There's nothing like the holidays to bring people together to share in the spirit of the season," said ABC Family President Paul Lee. "This is our favorite time of year, and what better way to celebrate it than by bringing together over 600 of Santa's 'elves' and successfully setting a new Guinness World Record. The people of New York were just fantastic!"

"What better way to kick off the festive season than a Guinness World Record attempt featuring iconic holiday characters such as Santa's elves," said Guinness World Record adjudicator Danny Girton. "I congratulate ABC Family and all involved in setting a new Guinness World Record."

In the holiday movie, "Santa Baby 2: Christmas Maybe," McCarthy stars as Santa's business-minded daughter, Mary Class, who must contend both with Santa's mid-life crisis and his elves going on strike right at the height of Christmas madness. Santa's tired of the

responsibilities of the job and is ready to pass on the reins to Mary, who feels torn between the family business and running her own high stakes firm in New York City, along with balancing a relationship with the love of her life, Luke (Dean McDermott). The situation gets increasingly dire when a disgruntled former elf, Teri (Kelly Stables), in cunning disguise, sows dissension at the North Pole in an effort to take over Christmas. **“Santa Baby 2: Christmas Maybe”** premieres on Sunday, December 13 (8:00-10:00PM ET/PT).

Part of the Disney-ABC Television Group, ABC Family is distributed in over 98 million homes. ABC Family features programming reflecting today's families, entertaining and connecting with adults through relevant stories about today's relationships, all told with diversity, dysfunction, passion, humor and heart. ABC Family's programming is a mix of network defining original series

Video and art are available at www.abcfamilymedianet.com.

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