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GIFT GUIDE

History of Rudolph the red-nosed reindeer

Adults and children alike are familiar with the tale of "Rudolph the Red-Nosed Reindeer." As the lyrics of the song illustrate:

Rudolph the red-nosed reindeer had a very shiny nose / And if you ever saw it, you would even say it glows.

Popularized by the song written by Johnny Marks and sung by Gene Autry, Rudolph the Red-Nosed Reindeer dates back to 1939. A copywriter named Robert L. May created the story of the misfit reindeer in 1939 when working for Montgomery Ward. The retail giant was producing marketing holiday coloring books for children and wanted to come up with a clever character.

Although Rudolph is now beloved, May's original ideas included Rollo and Reginald. Also, Rudolph's famed red nose almost didn't come to be. Because a red nose at the time was viewed as a sign of alcoholism, Montgomery Ward was hesitant to be on board with the bulbous, red snoot. A blue nose was considered, but later changed. In its first year of publication, Montgomery Ward



had distributed 2.4 million copies of Rudolph's story.

The catchy tune came thereafter and a cartoon short in 1948. In 1964, the stop-motion animated television special further propelled Rudolph to celebrity, and became the most recognizable Rudolph adaption.

Today, Rudolph is known across the globe as the reindeer responsible for navigating Santa's sleigh through tricky weather on Christmas Eve. He continues to be loved by many young and old.

**Georgetown
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Give the gift of health this holiday season!

As most of us are fortunate enough to enjoy the holiday season at home, surrounded by our loved ones, it is easy to forget that some of our friends and neighbours will be spending the holidays in the hospital.

Please, help us care for our community this holiday season with a gift in support of patient care at Georgetown Hospital. Gifts received before midnight on December 31 are eligible for inclusion on your 2018 tax return.

Visit us online at www.georgetownhospitalfoundation.ca or call **905-873-4599** to make your special holiday gift.

Thank you for thinking of our patients during this season of giving.

Please note that with the recent postal strikes, we are still experiencing some delay with our incoming mail. To ensure that we receive your gift before midnight on December 31, please make your gift online, over the phone, or drop it off at the Foundation Office at Georgetown Hospital.