

For the week of:
12|25|2023

Get the low-down from a high-up perspective!

the mAAAx

MONDAY 12/25

Merry Christmas! May this holiday be a sweet time spent with your loved ones as you reflect on the birth of our savior, Jesus Christ. Two thousand years ago an angel of the Lord appeared to lowly shepherds saying, “I bring you good tidings of great joy which will be to all people” (Luke 2:10).

TUESDAY 12/26

Generosity and gratitude go hand-in-hand which is what **National Thank You Note Day** is all about! After a special time of gift-giving, today is focused on writing letters to your friends and family to thank them for their thoughtful presents. Hand-written letters are considered a lost art so why not display your thankfulness in this unexpected and genuine manner?

WEDNESDAY 12/27

You better be good for goodness cake . . . fruitcake that is! This infamous dessert has caused quite a ruckus on the Christmas dinner table: Is it a traditional holiday treat or is it a hard, inedible loaf of nuts and fruit? You get to decide for yourself on **National Fruitcake Day!**

THURSDAY 12/28

With the Christmas season coming to an end and the new year on the horizon, today is the perfect time to reconnect with friends that you don't often see during the year. Celebrating **National Call a Friend Day** is as simple as reaching out to that person who you've been meaning to catch up with and recounting the memories of your past year!

FRIDAY 12/29

Although the end of the year brings about a sense of closure, there are always things we hoped to have completed by now. **Still Need To Do Day** reminds us to set aside time to cross off the small tasks we've been putting off before the new year begins. Your future self will thank you!

DID YOU KNOW?

- In 2022, the U.S. Postal Service processed more than **11.7 billion pieces of mail and packages** during the holiday season.
- In 1931, Coca-Cola hired an illustrator named **Haddon Sundblom** to depict Santa Claus for magazine ads.
- A **pineapple fruitcake** was brought along on the Apollo 11 space mission.
- Rudolph was almost named **Rollo or Reginald** and his crew also had lots of other names. They've previously been called Flossie, Glossie, Racer, Pacer, Scratcher, Feckless, Ready, Steady and Fireball.
- “Silent Night” is actually the most-recorded Christmas song in history. It's had more than **733** different versions copyrighted since 1978.
- **98%** of American Christmas trees today grow on farms in California, Oregon, Michigan, Washington, Wisconsin, Pennsylvania and North Carolina.

... And the Latest from Ambassador

A reminder that the Ambassador office will be mostly empty for the week between Christmas and New Year's as our team enjoys time with family and friends this season. Don't worry—everyone's back at it and ready to help on **Tuesday, January 2!**

It's been a pleasure to bring you mAAAx each week and we hope it has been an encouragement to you and your listeners! While the mAAAx will no longer be published each week, we have saved years of previous editions on our website:

<https://ambassadoradvertising.com/maaax/>

“He will be great and will be called the Son of the Most High. The Lord God will give Him the throne of His father David, and He will reign over Jacob's descendants forever; His kingdom will never end.”

Luke 1:32-33

