Is the red-suited Santa Claus a Coca-Cola invention?

Santa Claus has evolved from the (1) _____ **TRADITION** tale of Saint Nicholas, a Greek monk who spent his life helping the poor, vulnerable and sick.

One of his most famous acts of (2) _____ **KIND** was when he saved three sisters from a life of (3) _____ **SLAVE** and prostitution by paying a dowry to their father in order to prevent them being sold, so they could marry respectful men.

Today, Saint Nicholas is the patron saint of children and is the most popular and celebrated saint in Europe, especially in Holland.

In the UK, this personification combined with folklore around Father Christmas, who was associated with festive (4) _____ **MERRY**.

In the late 18th century, Dutch families in Manhattan gathered to honour him on the anniversary of his death - 6 December. They nicknamed him Sinter Klaas from the translation of Saint Nicholas - Sint Nikolass.

'Santa Claus' was later adopted by newspapers in America to advertise Christmas and in the 1890s, the Salvation Army began dressing (5) _____ **EMPLOY** men as Santa Clause - though at this point dressed in a green robe and boots - and sent them out to collect (6) _____ **DONATE** on the streets across America.

Santa as we have come to know him can be attributed to generations of stories, poems and more recently, television.

The first mention of a well-fed old man riding on a sleigh pulled by reindeer is thanks to the 1922 poem 'A visit from Saint Nicholas', better known as 'Twas the night before Christmas', because of

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its first line. Poet, Clement Clarke Moore, refers to a visit from a 'right jolly old elf', riding on a "miniature sleigh and eight tiny rein-deer," which he knew "must be St. Nick".

His (7) _____ **DESCRIBE** of Saint Nicholas has helped shape the icon he has become today. The red suit was first mentioned in 1881 when Thomas Nast, a political cartoonist, illustrated the poem and brought Santa to life.

His (8) _____ **DRAW** included all the features from Clement-Moore's poem but also showed Santa in a bright red suit and carrying a black sack of toys.

Coca-Cola began to use the red image of Santa on advertising in the 1930s, when the company hired artist Haddon Sunbloom to create a character of Santa Claus for use in (9) _____ **FESTIVAL** campaigns. The idea was to (10) _____ **SURE** people continued to drink Coke during the winter months, as the drink was associated with warm, summer days. The red suit was a convenient feature of the character as it matched the advertising colours of the company. However, Haddon Sundblom, was (11) _____ **ALLEGE** inspired by the work of Clement Clarke Moore and Thomas Nast.

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