



Freeform Celebrates Holidays with Paper Source, Auntie Anne's™s

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Freeform has whipped up the perfect holiday Saturday afternoon for fans of its "25 Days of Christmas" programming event: watching classic Christmas movies while wrapping presents using custom decorations from retailer Paper Source and noshing on branded goodies from pretzel purveyor Auntie Anne's.

"This year's '25 Days of Christmas' collaborations are the perfect complement to our annual movie marathon," said Dalia Ganz, vice president, social media, digital marketing and synergy at Freeform in a statement.

Auntie Anne is offering two limited-edition treats through Dec. 31: a Peppermint Chocolate Frost frozen beverage and Snowball Treats, which are Auntie Anne's original nuggets sprinkled in powdered sugar. Consumers can also order the Snackathon Pack, which includes two frosts and nuggets for up to five people.

"Auntie Anne's is thrilled to introduce a new, limited-time, sweet and salty duo for pretzel lovers to enjoy this holiday season," said Cynthia Liu, Auntie Anne's vice president of marketing, also in a statement. "Whether shopping at the mall for gifts, or binge-watching Freeform's '25 Days of Christmas' at home, our Peppermint Chocolate Frost and Snowball Nuggets are the perfect addition to any holiday plans."

Paper Source's "25 Days of Christmas" collection includes two wrapping paper designs featuring "25 Days of Christmas" iconography, as well as a holiday greeting card, which are available online and at Paper Source's 137 retail outlets across the country. There are also holiday gift-list notepads, stickers and photo cards, all of which are available exclusively online.

"Paper Source is here for the cheer this season and ready to celebrate the tiny delights of everyday magic as we countdown to Christmas," said Jenica Myszkowski, CEO, Paper Source. "Our collaboration with Freeform's '25 Days of Christmas' is a natural extension of how we provide inspiration through DIY and more to keep the festive mood going all season long."

Freeform's "25 Days of Christmas" programming stunt will air December 1-25, and include such movies as Home Alone, The Santa Clause, Disney's A Christmas Carol and more.