



For Immediate Release

Attention: Rudolph's Nose is Losing Brightness

The most famous reindeer of all is in danger of losing 'red-nosed' title

December 14, 2016 - New research from Northern Policy Institute, *You Would Even Say It Glows? Rudolph's Nose is Losing Brightness*, has discovered that as Rudolph ages, his nose is becoming significantly less bright.

Since the mid-twentieth century, this luminous-nosed ungulate has been guiding Santa's sleigh to help bring gifts to the masses. But after more than 70 years of faithful service, there have been creeping doubts about Rudolph's ability to perform his duties.

Was this true? And if so, what could be done to mitigate this trend? Northern Policy Institute decided to investigate.

Documents obtained by NPI from Santa Claus's workshop and other secondary source material, reveal that indeed, Rudolph's nose has lost 79% of its brightness over the last sixty years. Claus's own research began taking comprehensive diagnostics during and following each Christmas Eve run since 1956.

After analyzing the data, author Dr. Mike Commito concluded, "NPI's findings support much of the skepticism surrounding Rudolph's illumination. Measured in lumens, the standard unit of luminous power, we found that Rudolph's nose has been steadily losing brightness over the last sixty years."

While this may not affect Santa's deliveries this coming holiday season, the data indicates that there will soon be a day when Rudolph's shining snout won't be able to light the way on Christmas Eve. As a result, Northern Policy Institute has put forward three recommendations to mitigate this trend.

- 1) Santa Claus should partner with one of Northern Ontario's colleges in order to develop an applied research project that will focus on creating an artificial lighting and harnessing system that can be affixed to Rudolph;
- 2) In order to reduce disruptions with Christmas deliveries in Northern Ontario, it is suggested that the provincial government should seek to enhance the region's infrastructure, particularly when it comes to municipal lighting;
- 3) Individuals celebrating Christmas should elevate their levels of holiday spirit. The reduction of vibrancy in Rudolph's nose may not be the result of any physical issues, therefore it is recommended that emitting increased Christmas cheer could have a psychologically uplifting effect on the red-nosed reindeer.

Policy is all around us, even during the holidays! We hope that you and your family have a safe and joyous holiday season.

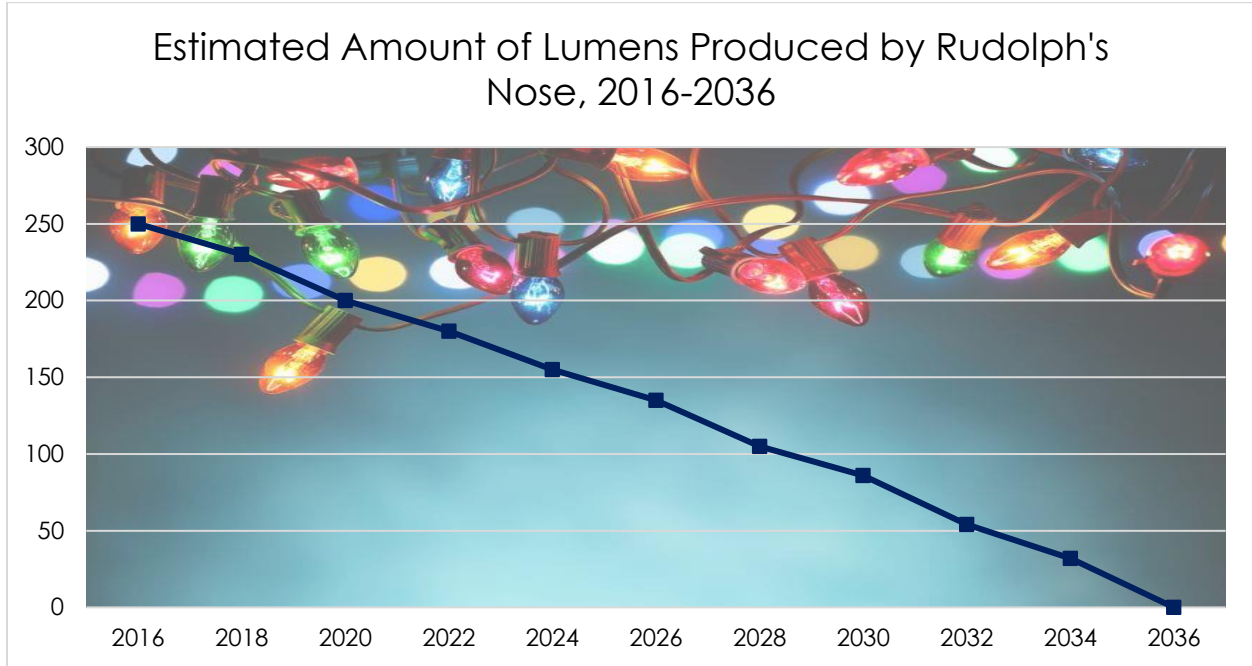
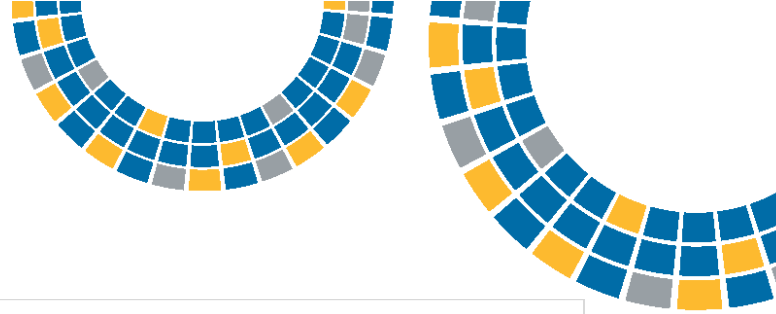


Figure: Estimated amount of lumens produced by Rudolph's nose 2016-2036

About Northern Policy Institute:

Northern Policy Institute is Northern Ontario's independent think tank. We perform research, collect and disseminate evidence, and identify policy opportunities to support the growth of sustainable Northern communities. Our operations are located in Thunder Bay, Sault Ste. Marie, Sudbury, and Kenora. We seek to enhance Northern Ontario's capacity to take the lead position on socio-economic policy that impacts Northern Ontario, Ontario, and Canada as a whole.

About the Author:

Dr. Mike Commito is the Applied Research Developer at Cambrian College. Before starting at Cambrian, he was at Northern Policy Institute where he served as the organization's Senior Policy Analyst and Research Coordinator.