

# KEEPING UP WITH THE CLAU

## (WHY MAGNOLIA HOUSE IS BEGINNING TO LOOK A LOT LIKE CHRISTMAS)

**NOVEMBER 2021, FOR IMMEDIATE RELEASE**

Blood Moon Productions proudly announces the filming, on November 6, at its headquarters within **Staten Island's Historic Magnolia House**, of a two-minute spin on Christmas cheer, a holiday-themed commercial plug for Mars, Inc.'s "Bite-Sized Holidays," a marketing campaign that includes Mars, Inc.'s branded candy, including M&M's.

Funded by **Mars, Inc.**, and supervised by a division of Disney (**Disney's 20th Century Digital, Inc.**), the commercial is scheduled for broadcast on major media and internet sites before Christmas, 2021.

Entitled "**Keeping Up with the Claus**," as written and directed by **Jaanelle Yee**, it's a continuation of an annual TV tradition whose theme, visuals, and humor are already deeply embedded within the consciousness of millions of American TV watchers and internet fans.

"Although this is not the first commercial entertainment that's ever been filmed at Magnolia House," said **Danforth Prince**, Blood Moon's President, "it carries by far the most impressive credentials, the most mainstream funding, and the highest tech standards, all of it corresponding to the most stringent anti-Covid precautions."

"Mars, Inc.," Prince continued, "has provided funding for this project through **Mulberry Queens** (*MulberryQueensFilms.com*) a talented NYC-based film production crew spearheaded by **Eva Minemar** and **Dolores Diaz**. For chocolate lovers and 'advertising hipsters,' last Saturday's filming represented a fascinating collaboration between a commercial sponsor (Mars, Inc.); a sophisticated division of Disney; and Mulberry Queens, whose script and direction of this two-minute clip was witty, culturally nuanced, and utterly charming. Magnolia House is delighted to have been a part of this collaboration."

"To that effect, a crew of cinematographers and art directors transformed Magnolia House's staid grandeur into a cheerful replica of **Mrs. Claus's office at the North Pole**—a venue where she might be wrapping gifts and disciplining her elves."

"Actors brought in to replicate the fantasy include the very distinguished **Margaret Ladd**, best known for her role as Emma Channing in the CBS primetime soap opera, *Falcon Crest* (1981–90)."

"Blood Moon and Magnolia House welcomes this exciting team of artists and technicians with the humor and whimsy their work deserves." Prince concluded. "We are all very happy. As Rudolph and the elves themselves might say, 'Happy Holidays to all, and to all a good night!'"



Filmmakers hustled into Staten Island's Historic **Magnolia House** in early November for the filming of Mars, Inc.'s campaign to promote "Bite-Sized Holidays," an annual TV tradition deeply immersed in the pop *zeitgeist*.



### AMID THE MAGNOLIAS, ACTRESSES WE LOVE

TV star **Margaret Ladd** (*left*; aka "Mrs. Claus") discusses Santa's secrets with **Nadira Foster-Williams**, talented star of the award-winning short film, *Selling My Body*.



**Melissa Victor** embraces the talented and very bright **Christopher Woodley** at Magnolia House last week in an engaging blend of technology and art orchestrated by **Mulberry Queens**, NYC-based experts in the subtle mechanisms of film production.

## WHAT IS BLOOD MOON PRODUCTIONS?

Established in 2004 by writers formerly associated with THE FROMMER GUIDES, and headquartered within Magnolia House, **Blood Moon Productions** is an independent publishing enterprise dedicated to researching, salvaging, and preserving the oral histories of America's entertainment industry.

As described by **The Huffington Post**: "Blood Moon, in case you don't know, is a small publishing house on Staten Island that cranks out Hollywood gossip books, about two or three a year, usually of five, six-, or 700-page length, chocked with stories and pictures about people who used to consume the imaginations of the American public, back when we actually had a public imagination. That is, when people were really interested in each other, rather than in Apple 'devices.' In other words, back when we had vices, not devices."

Blood Moon is one of the most prolific show-biz presses in the world, with a backlist of almost 50 titles, each an overview of seminal characters who affected the course of "The American Century." It's headquartered within **historic Magnolia House**, an award-winning Airbnb in Staten Island, the "sometimes forgotten" Outer Borough of New York City. For more information about its exciting line of award-winning celebrity biographies and film guides, including its upcoming release of the second volume of a two-part biography of **Lucille Ball**, click on

**[www.BloodMoonProductions.com](http://www.BloodMoonProductions.com)** and/or  
**[MagnoliaHouseSaintGeorge.com](http://MagnoliaHouseSaintGeorge.com)**