



Being Santa Claus: What I Learned about the True Meaning of Christmas

Sal Lizard

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A veteran Santa reveals heartwarming true stories and lessons from his twenty-year career spreading Christmas magic.

With the holiday shopping season beginning earlier each year, more than ever. Americans are struggling to remember the true meaning of Christmas. And who better to deliver the gift of Christmas inspiration than a man who has spent the last two decades playing Santa?

Sal Lizard was in his twenties when his beard and hair turned completely white. Today he appears everywhere from malls and parades to schools and hospitals. And from his custom-made red velvet suits to the mistletoe that hangs from the rearview mirror in his Santa-mobile he is Santa Claus three hundred and sixty-five days a year.

In *Being Santa Claus* Sal reflects on his experiences with both children and adults including:

Christmas magic is all around us: We don't always see it, but it is there, shaping and enriching our lives. Sometimes you need to go that extra mile: Santa Claus is the one person who can't even use a blizzard as an excuse not to honor his commitments, and Sal teaches adults the importance of always showing up for our children. Even a small child can make a big difference. Sal has met some impressive children over the years, and he's learned that you don't need to be a grown-up to make an impact on the world around you.

In *Being Santa Claus* Sal shares these lessons, along with often heartwarming, occasionally heartbreaking, and sometimes downright hysterical stories from his twenty-year career as Santa.

Being Santa Claus: What I Learned about the True Meaning of Christmas Details

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Author : Sal Lizard

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Jen says

True tales from a career Santa that warmed my heart, made me cry and get even more excited for Christmas magic. I can only dream that every Santa that my daughter will meet in her lifetime is as genuine and thoughtful as Sal. He may just be the real Santa after all.

Barbara M says

The author, Sal Lizard, writes about his experiences working as a Santa Claus. His memories contain a number of cute stories and memories. There are also a few serious stories of his work with children with serious illnesses and a child living apart from Mom at Christmas time in a children's home.

My library features books each month for readers. This book was one of the choices for December.

It is a quick easy read. A pleasant read at Christmas time.

Cynthia Gittes says

My son's tutor, is the author's mother and she gave me this book months ago. It sat on my nightstand gathering dust and finally I motivated. I read it in one night. What a wonderful true story about a professional Santa Claus who embodies the true spirit of Santa. The author's mom told me this book did not get the proper roll out - what a shame because this book is very endearing and entertaining.

Caranna says

This book has changed my perspective on all things Santa Claus; never have I felt the spirit of Christmas so strongly. I'm sure that this book will become an annual must read to get me into the holiday spirit and to kindle the magic in my own soul.

I laughed, I cried and I marveled. I will never stop believing!

Kitty Austin says

TITLE: "Being Santa Clause"

AUTHOR: Sal Lizard

PUBLISHER: Gotham Books

RATING: 5

AGES: 14+

REVIEW: We see it every year; the men dressed in bright red suits on the street corners, in department stores with children on their knees and even having their pictures taken with the family pets. But there is always the truth behind the facade that most of these men have nothing on their minds but the money they can make by playing one of history's most iconic legends for a couple months a year.

For Sal Lizard it is completely different. In the book, "Being Santa Claus," it wasn't Sal that made the decision to don the crimson hat and coat but the hand that fate dealt him. Sal Lizard, a South Carolina native, has not merely played the role of Santa for several years, but instead he has become Santa to all those that know him and even some that do not. After reading this sweet, amazing, and heart-warming book I have realized there has never been another man that could have embraced and embodied the whimsical legend any better.

Reading Sal's many stories of his beginnings and exploits as Santa is one of the best books to put you in the Christmas spirit that has ever been written. Sal Lizard, literally lives every day of the year as Santa, for those of us that get the warm, fuzzy feeling at that special time of year and think to ourselves, how much we wish it could go on forever... well that is exactly what this amazing man has achieved.

I wholeheartedly commend him on what he does for so many both young and old and I hope he receives the good fortune of the immortality that goes with it.

Keep doing what you do Sal and keep the true spirit of Christmas alive forever.

Tassie says

Great read for the holiday season! Loved it!

Janet says

there is nothing more rewarding than having a great heart to portray Santa. I bet the author has some amazing stories to tell in this book. Hope to win this book, please!

Bekka says

Sal Lizard, the world's best Santa Claus.

If you read this book, you would wholeheartedly agree with the above sentence. Sal Lizard IS the world's

best Santa Claus because he IS who Santa Claus should be--generous, kind, and full of good, Christmas cheer! This true story about Sal Lizard's life as Santa Claus is so heartwarming it's bound to put a smile on your face! It's also very inspiring and it makes me want to be a better person--a kinder person, a more generous person, etc. This is a must read! Mr. Lizard has dedicated his life to being the best Santa Claus AND person he can be and I think it's safe to say that he has mastered just that. What a wonderful story about a man who learned the TRUE MEANING OF CHRISTMAS.

Kelly says

Loved this book so so much. Perfect read for the season. Highly recommended.

Karen says

I loved reading the stories about Mr. Lizard's experiences as a Santa. His substitute teaching experience was especially humorous to me, as a teacher. This book was a wonderful Christmas read.

Gina says

I am a lover of all things Christmas, so it comes as no surprise that I gave this book 5 stars. However, that is truly an unbiased and truly deserved five stars. This is a beautiful story, well told, and touching.

Sal Lizard has been taking on the role of Santa Claus for more than two decades. I say "taking on" because it's so much more than putting on his custom made, beautiful red velvet suit. He truly becomes Santa in every way. He was only in his 20's when his hair and beard turned completely white. Instead of lamenting his premature white hair, he took it as a sign that he was meant to be Santa. He was right.

This book is a group of short stories about his time as the Jolly Old Elf. Some are humorous, some are beautiful, and some are sad. All are worth reading. Thank you Sal for keeping the magic of Santa alive.

Debbie says

Sal Lizard knows what it means to be Santa Claus, he knows the heartfelt and heartbreaking realities it brings every time he donned the red suit. He spent two decades learning from his mistakes and making miracles. He learned valuable life lessons from the smallest individuals. He laughed and he cried but he never took for granted the responsibility that came with Being Santa Claus.

For over 20 years, starting as a fluke and practical joke and ending as a career Sal Lizard takes us through the ups and downs, the laughter and tears and the true magic he found when he put on the red suit and became Santa Claus. He mentions his most poignant moments and his most trying. We'll get to meet his family, the

clients that called upon him year after year and some very creative ways to make all his stops and fulfill all the requests. He takes us through his time as a mall Santa to his special pajama visits on Christmas Eve. He'll tell us stories about the youngest lap visit to the oldest. The naughty and nice lists that were always checked twice and the ever present candy cane.

If you're looking for a really great kickoff to get you in the Christmas Spirit this little, easy to read and emotional book should be first on your list. If you've lost the spirit or know someone who has just slip this little treasure into the stocking and those spirits will come back.

I only have one thing to say to Sal Lizard aka Santa. I still believe.

Susan says

Great read.

Elizabeth Campbell says

This is the most wonderful book that I believe I have ever read that dealt with Santa Clause. It will have you laughing, smiling, crying and thanking God for such a wonderful person. I try to read this book every year because it is just that kind of book. I would recommend this book for anyone who still believes in the power of Santa Clause and still believes that Santa Clause really does exist. It brings the magic of Christmas into your heart and reignites the true meaning of Christmas every time you read it and it is definitely one book that you won't be able to put down.

Amber Polo says

Heartwarming without being sappy. I expected "Being Santa Claus" to be too goody, goody for a good read, but I enjoyed this sweet little book. It might even get Ebenezer Scrooge into the spirit.

Spoiler: Do not read if you believe in Santa!
