

The Three Kings' Scribe: customized letters for children in several languages

LOCATION: Castilleja de la Cuesta / Tomares (Seville)

DURATION: 1'34"

SUMMARY: Noelia Romero is a Sevillian entrepreneur who has always loved to write letters, that's why she has become the Three Kings' scribe. She writes letters in their name to children, answering their gift petitions. Parents request her intervention through the site Felicity Factory, and then she contacts the Three Kings to discuss the content of the letters. Noelia also works for Santa Claus and the Basque Olentzero. She writes in Spanish, Portuguese, German, English, Euskera... She plans to extend the business to Valentine's Day and other special dates.

VTR:

Little Candela doesn't know it, but she is about to receive a very special letter.

AMBIENCE:

- "Candela, look who has written to you! The Three Kings! Do you want us to read it together?"
- "Yes!"
- "Good!"

Yes, a letter from the Three Kings specially written for her. But there's a story behind this extraordinary occurrence.

AMBIENCE: "Of course Your Majesty, that's what I will write to Candela..."

And she is the protagonist of this story, Noelia. She is the Three Kings' Scribe.

NOELIA ROMERO
Creator of Felicity Factory

"I send the letters that I would like to receive for my children."

Through this site, she receives requests from parents. This Sevillian entrepreneur contacts the Three Kings, Santa Claus or the Basque Olentzero to discuss what the letters will say.

NOELIA ROMERO
Creator of Felicity Factory

"If they behaved this year, how did it go, also what they should improve, but mostly to transmit them the excitement and magic of Christmas."

AMBIENCE: "Dear Candela. We, the Three Kings, know that you have been a good girl this year, a little naughty sometimes..."

Letters written by hand, meticulously, with attention to detail and in English, French, Italian, German, Euskera... Letters to keep the excitement of children alive. This has been the story of the extraordinary day in which Candela received a letter from the Three Kings at home, a day she will never forget.

AMBIENCE: "Remember that we love you very much. Yours: Melchior, Caspar and Balthasar, the Three Kings."

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