

The Great Sage Steps Aside



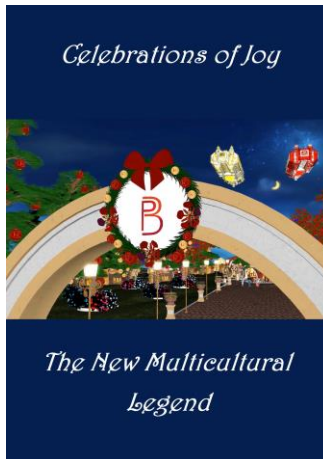
For the Fathers of Joy



Press Kit

Sommaire

Introduction	3
Kovani's Quest	3
The New Legend of the Fêtes de Bonheur.....	3
Don't Miss the Shift.....	4
Character Info.....	4
Social Impact	4
The Great Sage.....	5
Interactive Activities	5
Social Goals.....	5
Local Economy	5
Environment.....	6
Partner Engagement.....	6
Transition Framework (2025-2026).....	6
Corporate Collaboration	6
Contact.....	6



Introduction

In the 21st century, hidden truths are being unveiled and new technologies are revolutionizing our urban way of life. The year 2025 offers us a glimpse into a constantly evolving multipolar world. Christmas celebrations—already renamed in several French towns—cannot escape this transformation. Faced with a society in flux, the holiday season and the legend of Santa Claus must adapt and reinvent themselves to stay relevant. Necessity demands it: a new era is dawning, one where magic and innovation converge to create an unprecedented experience.

The New Legend of the Fêtes de Bonheur

In December 2025 the new legend lands in Martinique. Carried by the young hero of a three-part tale written for children—and grown-up children—aged 7 to 77, it promises an experience never seen before.

The Fêtes de Bonheur usher in a cast of characters half-magical, half-real, together with products designed for the tech era, to celebrate a multicultural age built on mutual help, sharing, respect, love and happiness.

Among these newcomers, the Pères Bonheur take up the torch, each one shaped for a different climate. The traditional Santa Claus becomes the mysterious Grand Sage, who steps aside in favor of his two sons: one for the northern lands, one for the tropical South. The Grand Sage—now a fleeting, enigmatic figure—may still be glimpsed in village streets, adding a shimmer of mystery to the legend.

Innovation & Modernity: the sleigh, perfect for narrow snowy paths, and the cart, built for hard-to-reach tracks, are now joined by cutting-edge technology. These new vehicles let the Pères Bonheur circle the globe, carrying the

Kovani's Quest

Kovani, a seven-year-old boy, wanders through the forest, uneasy yet driven. His longing to meet the "Southern Father of Joy" outweighs both fear and reason. Armed with a courage he never knew he had, he ventures into the forest's heart, guided by Lumidryches glimmering in the night sky.

Unaware of the dangers that lurk, he pushes deeper into the darkness, exposed to wild creatures. Every step is a challenge; every rustle of leaves tightens the air. Still, Kovani refuses to turn back—hope and determination beat inside his small chest.

Will he reach the Southern Father of Joy, or will some beast claim him first? Or does an altogether different fate wait in this mysterious wood?

Don't Miss the Shift

It is vital to grasp what has been unfolding since 2020—often without the public being fully told. While Parliament has stopped short of banning the word “Christmas,” France’s regions are free to swap it for terms such as “Winter” if they wish. This change is momentous and deserves attention.

The real story behind it remains unknown to many—including Christians. Although several factors drive the shift, the main one is laid out in the video at the link below. : <https://youtu.be/IYTDCvJQUlc>

The Vatican sets out the story of Jesus’ birth on its website at the following link. : <https://www.vaticannews.va/fr/eglise/news/2020-12/naissance-de-jesus-que-dit-l-historien.html>

Pope Benedict XVI questions the date of Jesus Christ’s birth—see the link below : <https://www.lefigaro.fr/actualite-france/2012/11/20/01016-20121120ARTFIG00501-benoit-xvi-remet-en-cause-la-date-de-la-naissance-du-christ.php>

Click the link below for the list of towns that have banned the word “Christmas.” :

<https://www.cnews.fr/france/2024-12-02/vacances-dhiver-marche-bel-hiver-quand-le-mot-noel-disparait-de-lespace-public>

Follow the link below to discover Nantes’ “Winter Journey,” now in its fifth year since the city dropped the word “Christmas” in 2020 : <https://www.levoyageanantes.fr/evenements/le-voyage-en-hiver/>

This jumble of names—“Bel Hiver,” “Voyage en Hiver,” “Soleil d’Hiver,” “Hiver Enchanté,” and more—is already sowing confusion in the public mind.

The question now is: which country will be the first to send the Pères Bonheur soaring through the sky to dazzle young and old alike?

Delivering a believable legend that mirrors urban lifestyles and cutting-edge technology is the major challenge that manufacturers and companies of every stripe will have to meet if they don’t want to miss the Fêtes de Bonheur bandwagon. So far, no carmaker has test-flown a flying car decked out in the Pères Bonheur colors.

Character Info

- Kovani, a fearless and determined seven-year-old, ventures deep into the forest to meet the Southern Father of Joy—watch the video below. <https://www.youtube.com/watch?v=1SaCfc1BME8>

Social Impact

Community Engagement

- Cultural Diversity: The Fêtes de Bonheur honor a rich tapestry of cultures, tailored to different climates and traditions, allowing every community to feel seen and valued and strengthening social cohesion.
- The Pères Bonheur: two brothers—one for the South, one for the North.



The Great Sage

- The mysterious former Santa, now stepping aside for his sons.



Interactive Activities

- Mysterious character walk-throughs and art installations spark shared moments and hands-on fun, encouraging neighbours to meet, mingle and take part.

Social Goals

- Positive Values: Every element of the experience is built around universal ideals—mutual help, sharing, respect, love and happiness—reinforcing a collective sense of well-being.
- Education & Awareness: Digital content and radio shows teach audiences why these values matter, with a special focus on children and teens.

Local Economy

- Boost for Local Business: Fêtes de Bonheur events draw visitors to malls and pedestrian streets, lifting sales for home-grown shops and restaurants.

- Job Creation: Temporary work for actors, technicians, set-builders and local artisans injects fresh energy into community employment.

Environment

- Sustainable Practice: Events commit to low-impact materials, green tech and full recycling loops, modelling a culture of sustainability.

Partner Engagement

- Local & Global Team-ups: Nearby firms provide resources and on-the-ground support, while national and international companies are invited to join as licensed partners. Together we can choreograph a smooth, respectful shift from Christmas to Fêtes de Bonheur.

Transition Framework (2025-2026)

Fêtes de Bonheur does not erase Christmas; it offers a fast-track evolution.

- Q1 2026: launch of the copyrighted “Fêtes de Bonheur” range—decor, costumes, merch—available to partners under a sliding-scale royalty.
- Until then: universal décor may carry a “Compatible with Fêtes de Bonheur” tag under interim licence; protected Santa imagery will not bear the new mark.
- Santa Claus remains in the public domain, so no third-party consent is needed. To keep the transition coherent, we will only apply the Fêtes de Bonheur brand to original creations or to products already covered by our licence.

Corporate Collaboration

- Seamless Switch: our “Transition Partners” pack delivers a ready-to-roll kit, licensed re-labelling, phased royalties and cross-promotion—zero stock write-offs, zero brand clashes, bigger market from 2026 onward.
- Operating Licence & Partnerships: companies can secure a licence to stay competitive in their sector and help build one unified global celebration.

Contact

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Contact page: <https://www.peresbonheur.com/#contact>