Beyond the Naughty-or-Nice List: Glee The Christmas Goblin Asks Children a Different Holiday Question

Instead of simply asking, "Have you been good?" the new Christmas story and family tradition invites children to ask, "What good can I do?"



ORLANDO, FL, UNITED STATES, September 14, 2026 /EINPresswire.com/ -- Every Christmas, millions of children encounter some version of the same question:

Have you been good?

The creators of Glee The Christmas Goblin decided to ask a different one:

What good can you do?

That simple shift sits at the heart of a new illustrated Christmas story and family tradition created by Emily Jones and Fernando Olivo, with illustrations by Rodrigo Magella.

Glee is not a perfect Christmas character sent to teach children how to behave. In fact, he begins the story with plenty to learn himself.

He makes mistakes. He thinks about taking before he understands the value of giving. But through his Christmas adventure, Glee discovers that doing something good for someone else can bring a kind of joy he did not expect.

For his creators, that imperfection was essential.

From "Being Good" to Doing Good

Children are often encouraged to behave through rewards or consequences. Do something

good, and something good may happen in return.

But there is another powerful way children can learn about kindness: by experiencing how it feels to do something good for someone else.

That is the idea behind Glee.

Glee is not meant to replace other Christmas traditions or tell parents how to raise their children. Instead, Glee gives families another way to make kindness part of the holiday season.

A child can help someone.

Share something.

Include someone who feels left out.

Say thank you.

Make somebody smile.

These acts do not have to be big. What matters is giving children the chance to experience kindness for themselves.

“When kindness becomes something children actually experience, it stops being just a lesson adults talk about,” said co-creator Emily Jones. “We want children to discover for themselves that they can make someone else’s day a little better. Christmas gives families so many wonderful opportunities to experience that together.”

An Unlikely Christmas Hero

Glee doesn't set out to become a Christmas hero. He is a goblin, and goblins are much better at causing trouble than spreading Christmas cheer.
When Glee and his fellow goblins discover that Santa's elves have hidden the children's presents, they see an opportunity. Finding those presents sounds like exactly the kind of adventure a group of mischievous goblins would enjoy.

But somewhere along the way, something unexpected happens.

Glee begins to care.

What starts as an adventure becomes a mission to save Christmas for the children. And as Glee discovers what it feels like to make someone else happy, he begins changing too.

That is what makes Glee lovable. He isn't kind because someone told him he should be. He discovers kindness for himself.

“Glee has a little bit of all of us in him,” said co-creator Fernando Olivo. “He can be selfish, curious, stubborn, and imperfect. But he has a good heart that he hasn't completely discovered yet. Watching him find that part of himself is really the heart of the story.”

By the end, Glee may help save Christmas.

But Christmas also changes Glee.

A Story That Becomes a Christmas Tradition

Glee’s adventure doesn’t have to end when the book closes.

With the storybook and companion plush, families can bring Glee into their Christmas season and let his journey inspire small acts of kindness at home.
The idea is simple: What good can we do today?

Help someone. Share something. Make someone smile. Then let children discover for themselves how good giving can feel.

Because the best Christmas traditions don't just create memories. They help shape the people our children become.

Glee The Christmas Goblin is launching on Kickstarter this September, with a limited first-edition illustrated storybook and companion plush planned for delivery in time for Christmas.

About Glee The Christmas Goblin

Glee The Christmas Goblin is a children's Christmas story and family tradition created by Emily Jones and Fernando Olivo, with illustrations by Rodrigo Magella. Through the adventures of Glee and his fellow goblins, the story explores kindness, generosity, personal growth, and the discovery that giving can be just as exciting as receiving.

The project combines an illustrated storybook, companion plush, and family activities designed to help families carry the story's message beyond the page through simple acts of kindness during the Christmas season.

For more information, visit GleeTheGoblin.com.

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