Move Over, Elves on Shelves: Gen Alpha is Making a Case for 'Glee the Goblin' as This Year’s Unlikeliest Holiday Icon

ORLANDO, FL, UNITED STATES, September 15, 2026 /EINPresswire.com/ -- For over a decade, the month of December has been defined by high-anxiety midnight relocations, quiet surveillance rules, and motionless miniature watchers perched on living room shelves. Now, a rising generation of children is charting a completely different course. Glee The Goblin — the breakout storybook-and-plush set created just a month ago by seasoned writer Fernando Olivo and creator Emily Jones, featuring illustrations by Rodrigo Mangella — is surging into the seasonal spotlight as Gen Alpha’s new holiday favorite.

> “Glee the Christmas Goblin, by Emily Jones and Fernando Olivo, gives the familiar Christmas Eve rescue story a playful twist.”
> *Literary Titan (5-Star Review)*

In just 30 days since launch, more than 500 families have reserved copies, signaling an unmistakable shift in what children and parents want from holiday storytelling: less policing, more play.

A Playful Twist on Christmas Eve Lore

Unlike traditional holiday figures focused on reporting behavior back to the North Pole, Glee The Goblin turns holiday folklore upside down. The narrative follows Glee—an endearing, high-spirited troublemaker who finds himself tangled in a daring Christmas Eve rescue mission. Praised by Literary Titan in a glowing 5-star review as a book that “gives the familiar Christmas Eve rescue story a playful twist” , the experience pairs a richly illustrated keepsake book with a tactile, companion plush.

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“Gen Alpha kids don’t want a decoration that just sits there watching them—they want a character with humor, heart, and personality that they can pull into their own games,” says Creator Emily Jones. “Glee isn’t here to judge whether you’ve been naughty or nice; he’s here to spark laughter and bring a little wonderful chaos to December.”

Why Parents and Kids Are Embracing Glee

- Child-Led Imagination: Instead of passive observation, children actively script Glee's rescue capers around the house.
- Warm-Hearted Mischief: Glee trades scolding and anxiety for lighthearted humor that brings families together.
- Heirloom Storytelling: Designed as a keepsake book-and-plush set meant to be read and relived year after year.

Coming Soon to Kickstarter:
Building on rapid early enthusiasm—including over 500 direct reservations in its first month—Glee The Goblin is preparing for its official Kickstarter debut.

About the Creative Team:
Under the banner of independent studio Alpha Anomaly, Creator Emily Jones, Seasoned Writer Fernando Olivo, and Artist Rodrigo Mangella co-create original family picture books and interactive traditions.



Illustration from Glee The Christmas Goblin by Rodrigo Magella. The new children's Christmas story follows Glee and his fellow goblins as they discover the value of kindness, generosity, and giving.

To request a review copy of Glee The Goblin, high-resolution media assets, or to schedule an interview with Creator Emily Jones and Writer Fernando Olivo, please contact hello@gleethegoblin.co

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