

# 50TH ANNIVERSARY RUDOLPH THE RED NOSED REINDEER

50TH ANNIVERSARY RUDOLPH THE RED-NOSED REINDEER IS A SIGNIFICANT MILESTONE THAT CELEBRATES NOT JUST A BELOVED HOLIDAY CLASSIC BUT ALSO A CULTURAL PHENOMENON THAT HAS CAPTURED THE HEARTS OF AUDIENCES FOR GENERATIONS. ORIGINALLY AIRED IN 1964, THIS STOP-MOTION ANIMATED TELEVISION SPECIAL HAS BECOME A STAPLE OF THE CHRISTMAS SEASON, SHOWCASING THEMES OF ACCEPTANCE, FRIENDSHIP, AND THE SPIRIT OF GIVING. AS WE REFLECT ON ITS 50TH ANNIVERSARY, IT'S ESSENTIAL TO DELVE INTO THE HISTORY, IMPACT, AND LEGACY OF THIS CHERISHED TALE.

## THE ORIGINS OF RUDOLPH

THE STORY OF RUDOLPH THE RED-NOSED REINDEER ORIGINATED LONG BEFORE THE TELEVISION SPECIAL. IT BEGAN WITH A 1939 BOOKLET WRITTEN BY ROBERT L. MAY, AN ADVERTISING COPYWRITER FOR MONTGOMERY WARD. THE TALE WAS CREATED AS A CHRISTMAS MARKETING GIMMICK TO ATTRACT CUSTOMERS, BUT IT QUICKLY GAINED POPULARITY BEYOND THE STORE'S PROMOTIONAL CAMPAIGN.

## THE STORYLINE

RUDOLPH IS A YOUNG REINDEER BORN WITH A SHINY RED NOSE, WHICH MAKES HIM AN OUTCAST AMONG HIS PEERS. THE MAIN ELEMENTS OF THE STORYLINE INCLUDE:

1. REJECTION: RUDOLPH IS BULLIED BY OTHER REINDEER BECAUSE OF HIS GLOWING NOSE.
2. JOURNEY: HE EMBARKS ON AN ADVENTURE WHERE HE MEETS OTHER MISFITS, INCLUDING HERMEY THE ELF, WHO WANTS TO BE A DENTIST INSTEAD OF MAKING TOYS, AND YUKON CORNELIUS, A PROSPECTOR.
3. ACCEPTANCE: ULTIMATELY, RUDOLPH'S UNIQUE TRAIT BECOMES AN ASSET WHEN HE GUIDES SANTA'S SLEIGH THROUGH A FOGGY CHRISTMAS EVE, PROVING THAT BEING DIFFERENT CAN BE A STRENGTH.

## THE 1964 TELEVISION SPECIAL

THE TELEVISION SPECIAL, PRODUCED BY RANKIN/BASS PRODUCTIONS, PREMIERED ON DECEMBER 6, 1964. THIS STOP-MOTION ANIMATED FEATURE, DIRECTED BY LARRY ROEMER, WAS GROUNDBREAKING FOR ITS TIME AND HAS SINCE BECOME A PERENNIAL FAVORITE.