



## Big "I" Markets Christmas Songs

By Michael Welch, Big I Advantage Marketing Assistant



Last weekend, it seemed I heard Christmas songs practically everywhere and, honestly, I have to wonder what some of the songwriters were thinking. Lyrics such as "A child, a child, shivers in the cold. Let us bring him silver and gold." Because that's what a freezing baby needs, ice-cold metal!

There is also the lyric "Christmas comes this time each year..." - Well, yes. It's an annual event. That lyric is part of [Little Saint Nick](#) a song about Santa, his hotrod sleigh and the "reindeer-power" of the engine. Does he have **Commercial Auto** (under Small Commercial) for that hotrod?

If you're like me, part of your brain is always thinking about insurance, so I had no choice but to create a list of holiday songs that relate to Big "I" Markets products.

Check out:

- [Santa Baby](#) - **Valuable Articles**
- [Frosty the Snowman](#)- **Flood** (when he melts)
- [Here We Come A Wassailing](#) - giving alcohol to wandering carolers might cause a **Personal Umbrella** exposure
- [I Saw Three Ships](#) - **Recreational Marine**
- [The Gingerbread House](#) - Really **Small Contractor & Bonds**
- [This is That Time of the Year](#) - Momma goes to the **[Community] Bank**, but she holds out a dollar from ev'ry deposit
- [All I Want For Christmas is My Two Front Teeth](#) - **Small Commercial** - Dental endorsement
- [We Three Kings](#) - **Travel Insurance**
- [It's Beginning to Look a Lot Like Christmas](#) - "there's a tree in the Grand Hotel" [Hotel now available under **Small Commercial!**]
- [Silver Bells](#) - **Small Commercial** - "shoppers rush home with their treasures"
- [Christmas Vacation](#) - You can't think if this movie without being reminded of cousin Eddie and his rusted-out **Recreational Vehicle**. Also, **Travel Insurance**
- [I'll Be Home for Christmas](#) - **Affluent Homeowner, Non-standard Homeowner, & Eagle Express**

From the Big "I" Markets team, we wish you a happy holiday season!