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!