



# HOLLY and IVAR

## CHARACTER BIBLE

### MAIN CHARACTERS

#### Holly Kringle

**Role:** Protagonist

**Age:** Mid 30s

**Appearance:** Sleek dark hair, sharp brown eyes, impeccable winter coats and boots. Elegant and precise.

**Personality:** Practical, business-savvy, and skeptical of anything she can't measure. A perfectionist with a hidden longing for wonder.

**Background:** CEO-style figure in the Kringle family's global Santa enterprise. Oversees the Northeast Division (NED). She hides her magical lineage while scouting a potential toy site in Winterwood.

**Exterior Goal:** Sent to Winterwood to spot a new location for a new toy manufacturing site and Santa village. A piece of land has gone up for sale and her father, Adam, believes a magical vein lies beneath it.

**Story Function:** Holly's journey is one of rediscovering joy, wonder, and emotional connection. Her pragmatic world collides with the magic she's buried.

**Arc:** Over the course of the story, Holly has to relearn that there is more to Christmas than the well-executed distribution of toys. She rediscovers joy and enchantment through the town, Ivar, and her own forgotten sense of wonder (she remembers her apprenticeship in Italy for La Befana)

Given a magic broomstick by La Befana, she'd forgotten about it in her closet until her trip to Vermont, where it seems to have followed her. It helps her find the magical tree and thus the magical vein under the forest.

**Quirks:** Addicted to caffeine.

**Relationships:**

- Ivar Nilsen — love interest, opposite in worldview.
- Liv Nilsen — becomes a genuine friend.
- Rita — trusted assistant and emotional anchor.

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### Ivar Nilson

**Role:** Love Interest, also has a journey of his own.

**Age:** 40

**Appearance:** Tall, athletic, with blond hair (reflecting his Nordic roots) that tends to curl under his beanie, and glacier-blue eyes that reflect every shade of the forest. Usually in flannel or ranger greens.

**Background:** Former video game developer turned park ranger after burnout and betrayal by his ex, who sold his game concept without crediting him. As a child, Ivar saw a tree in the woods that glowed with light — a memory no one believed. He's been searching for it ever since, unsure whether it was real or imagined.

**Personality:** Thoughtful, grounded, and quietly intense. A man of few words but deep feeling. Loves the land, distrusts corporate motives, and hides a romantic streak behind a stoic front.

**Arc:** Learns to open up again — to trust, to hope, and to believe that the magic he thought he'd lost might still be real.

**Story Function:** Ivar represents connection, rootedness, and the human side of belief. He grounds Holly's arc while wrestling with his own capacity for wonder.

**Quirks:** Names trees. Keeps a journal of sketches and observations.

**Key Relationships:**

- Brother to Liv.
- Close friend of Eli Brennan (Outfitters owner).



### Al Pine

**Role:** Ivar's husky and loyal companion.

**Age:** no one is sure as he is a rescue.

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## SECONDARY CHARACTERS

### Liv Nilsen

**Role:** Winterwood Inn Manager / Ivar's Sister

**Age:** 42

**Appearance:** blond hair, gentle smile, timeless New England style, but loves Christmas sweaters with puns on them.

**Personality:** Warm, steady, nurturing; quietly grieving but resilient.

**Background:** A widow with two young sons who poured her energy into restoring the Winterwood Inn after her husband's death. Known for her warmth, and grace. She chairs the Winter Carnival committee and acts as the quiet heart of the community.

**Relationships:**

- Ivar — protective sister.
- Emma, Tess — close friends.
- Holly — gets Holly involved in the community

**Story Function:** Liv anchors the story's sense of community and belonging. She models healing and gentle strength for both Holly and Ivar.



### Rowan Hale

**Role:** New owner of the Hale land / Chad's Sister

**Age:** 32

**Appearance:** Soft brown hair, clear green eyes, gentle voice. Often wears practical outdoor clothes and inherited jewelry from her Aunt Betty.

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**Background:** Grew up in boarding school after the death of her parents, spent summers with Betty Hale. Because Chad was seven years older, he was sent to camp instead. The siblings are almost strangers to one another and this is why Rowan is supporting his development idea – to get to know him.

Inherited forested land outside Winterwood from her great aunt, Betty Hale. Feels conflicted about her brother's development plan. Lives in Seattle as a PhD student / professor

**Personality:** Kind-hearted, indecisive, and deeply nostalgic. She's the moral heart caught between loyalty to family and respect for the land.

**Arc:** Eventually sides with the town, realizing that preserving the forest honors her aunt's memory.

### Key Relationships:

- Sister to Chad Hale.
- Forms a friendship with Liv and Holly through the Winterwood Christmas Carnival.



## Chad Hale

**Role:** Antagonist / Real Estate Developer

**Age:** 39

**Appearance:** Expensive coat, perfect smile, and the charm of a man used to closing deals. Every hair in place, every handshake rehearsed.

**Background:** Runs a high-end resort development company. Grew up in boarding school after the death of his parents. Unlike his sister, he did not spend summers with Betty Hale. Because he was seven years older, he was sent to camp. The siblings are almost strangers to one another and this is why Rowan is supporting his development idea – to get to know him.

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**Personality:** Confident, persuasive, and dismissive of small-town sentimentality. Believes success justifies compromise.

**Arc:** His plans for the ski resort drive the central conflict. Beneath his ambition lies insecurity — he's driven to prove himself, even at the cost of others.

**Quirks:** Always carries imported coffee beans and refuses to drink diner coffee.

**Key Relationships:**

- Rowan's brother; genuinely cares for her but manipulates her trust.
- Later flirts with Emma — possibly setting up future redemption potential.



## SUPPORTING CAST

### Emma Tremblay

**Role:** Owner of the Maple Mug Coffee House

**Age:** Early 30s

**Appearance:** Curvy, dark curls, expressive green eyes. Always a bit flour-dusted.

**Personality:** Quirky, effervescent, emotionally intuitive, with comic timing. Emma's the friend who brings levity to every situation — the first to tease, the first to comfort. Fiercely loyal and secretly romantic.

**Story Function:** Provides humor and heart. A grounding presence who keeps the story's tone light during heavier emotional beats.

**Background:** Fourth-generation Vermonter with French-Canadian roots. Her family still speaks French at home and you can tell she's mad when she starts swearing in French. Runs The Maple Mug Coffee House, a hub of warmth and conversation.

**Relationships:**

- Friends with Liv and Tess
- Flirty tension with Chad Hale.

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### Tess Callahan

**Role:** Sugarhouse Brewery Co-owner / Outgoing Twin to Marty Callahan

**Age:** 30

**Appearance:** Freckled, strawberry-blond, often in a messy braid and leather apron.

**Personality:** Bold, creative, fiercely loyal.

**Background:** Runs the Sugarhouse Brewery with twin brother Marty. Known for her innovative brews and big personality.

**Relationships:**

- Marty — twin and partner in business.
- Liv and Emma — closest friends.
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**Story Function:** Adds energy and humor to ensemble scenes, reflecting Winterwood's creative spirit.



### Marty Callahan

**Role:** Brewery Co-owner / Creative Twin to Tess Callahan

**Age:** 30

**Appearance:** Lanky, sandy hair, quiet smile, vintage tees under flannel.

**Personality:** Reflective, witty, artistic.

**Background:** Focuses on recipe development and small-batch brewing. Secretly writes poetry.

**Relationships:**

- Tess — twin and business partner.

**Story Function:** Balances Tess's boldness, reinforces the town's creative, close-knit feel.

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### Gwen Brooks

**Role:** Real Estate Agent for Winterwood

**Age:** 40

**Appearance:** Chic, polished, always in tailored coats and heeled boots — the kind of person who looks ready for a glossy magazine spread even in a snowstorm.

**Personality:** Polite but ambitious and slightly self-serving, yet not malicious. She represents the outside pressure creeping into Winterwood — development, money, change. Talk a mile-a-minute and can remember the smallest detail about people and places.

**Arc:** Torn between personal gain and community loyalty. She's not a villain, but she's aligned with selling the land for the commission, but also loves the forest.



### Rita Mendoza

**Role:** Holly's Assistant, NED Division

**Age:** Mid 40s

**Appearance:** Sleek black bob, bright red lipstick, and impeccably sharp fashion sense, even though everything has a Christmas vibe (for example, tiny polka dots on her blouse are actually snowflakes).

**Personality:** Loyal, clever, and ambitious in her own right. She admires Holly deeply but worries her boss has forgotten how to enjoy life and the meaning of Christmas.

**Background:** Supports Holly with the day-to-day logistics of Holly's region. When Holly goes to Winterwood, Rita becomes her voice of reason — texting updates, reminding her of deadlines, and gently nudging her to slow down.

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### George Keating

Age: 65.

Role: husband to Ruth Keating, both are Owners of the Winterwood General Store

Appearance: Stocky, ruddy-cheeked, with a snow-white beard

**Personality:** Has taken over the role of town curmudgeon but secretly loves Winterwood and everyone in it. He's the steady hand of the store — handling orders, fixing the old cash register, and feeding the woodstove before dawn each winter morning.

**Their Story:** The Keatings bought the general store forty years ago when Ruth's father passed it down to them. They've since become Winterwood's unofficial historians, with shelves of framed black-and-white photos and hand-written ledgers dating back to the 1880s.

**Fun Details:**

- George swears by his family recipe for “Hot Buttered Maple,” served in secret behind the counter.
- Their old cat, Whiskers, often naps on the window display beside the peppermint sticks.



### Ruth Keating

Age: 62

**Appearance:** Petite, silver hair always pinned up with a pencil or two, warm brown eyes, and an apron dusted with flour or cedar polish.

**Personality:** Chatty, compassionate, and a little bossy in the most endearing way. She knows everyone's business (and everyone knows she knows). Ruth is a hub of the town's gossip network, but she uses it kindly — always looking out for people. She keeps a “thankful jar” by the register where townsfolk can drop notes of gratitude each December.

**Fun Details:**

- Ruth calls every visitor “honey,” regardless of age.

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### Eli Brennan

**Role:** Owner, Evergreen Outfitters

**Age:** 36

**Appearance:** Broad-shouldered, sun-browned, with wind-tousled brown hair and a neatly kept beard. Usually seen in flannel, a fleece vest, and well-worn hiking boots. His eyes are gray-green — the color of the forest just before a storm.

**Background:** Born and raised in Winterwood, Eli left in his early twenties to work as a wilderness guide throughout the Northeast. An adrenaline junky, a serious avalanche incident on Mount Mansfield changed his outlook, he returned home seeking quieter ground. He took over the old blacksmith's building and transformed it into Evergreen Outfitters, a place that reflects both his love for the outdoors and his steady, grounded personality.

**Personality:** Practical, patient, and quietly funny. Eli isn't much for small talk, but when he does speak, people listen. He's known for his dry one-liners and unflappable calm — the kind of man who can fix a snowmobile, mediate a heated debate, and tie a perfect fly knot without breaking stride. He's friends with Ivar from forestry collaborations and occasionally ropes him into gear-testing trips.

**Fun Details:**

- Keeps a log of wildlife sightings in store for customers
- Dog: Scout, a golden retriever who naps by the stove in the shop.
- Relationship status: single, but the rumor mill never stops.



### Miriam “Mim” Daley

**Age:** 68

**Role:** Librarian

**Appearance:** Small and sprightly, with bright eyes behind round tortoiseshell glasses and a shock of white-blond hair that refuses to stay pinned up. She wears long cardigans with mismatched brooches and always smells faintly of vanilla and old books.

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**Background:** Mim grew up in Winterwood, left briefly for college in Burlington, and returned “for a summer” that turned into fifty years. She’s been the town librarian for more than three decades and is now a walking archive of Winterwood’s history. The library itself sits in a converted stone church at the end of Maple Street—vaulted ceilings, arched windows, and the faint echo of hymns in the winter silence.

She’s proud that the library doubles as a community hub, with knitting nights, story hours, and a surprisingly competitive trivia league. Mim runs it with a blend of humor and quiet authority, known for shushing people not because they’re loud, but because she “likes the sound of the word.”

**Personality:** Warm, eccentric, endlessly curious. Mim has the energy of someone half her age and the sharp memory of a historian. She’s a born storyteller—she can recall every romance, scandal, and ghost story in town history, and she peppers her conversation with literary quotes. She’s also gently nosy, often matchmaking through “book recommendations” that double as life advice.

She calls Ivar “the Forest Philosopher” and teases him for returning books late.

### **The Library’s Atmosphere:**

- Stone walls, tall arched windows, and shelves reaching the ceiling.

### **Fun Details:**

- Keeps a black cat named Poe, who naps on the check-out counter.
- Runs the “Blind Date with a Book” table every February, wrapping novels in brown paper and labeling them with clues like ‘Snow, secrets, and second chances.’
- Believes the library is slightly haunted by the town’s first schoolteacher—and claims she hears her humming when the snow falls heavily.
- Favorite saying: “Every good story begins with a question—and a cup of tea.”

