

and sometimes, curiosity can be irresistible. The big city culture. The yellow cabs and the hustle and bustle of folk, going about their daily lives.

New York is a magical city, where anything can happen. The first **International Reindeer Conference**, is taking place in Manhattan. Reindeer, everywhere. Streets lined with reindeer. A car is parked, in front of Rudy's Jewellers. A woman sits inside, while her partner changes the tyre. There have been a number of jewellery heists across the city, recently. Emilia watches warily, from the coffee shop. She has a several friends in the NYPD. Some of them, work under cover.



*Chez Pierre's*. The coffee shop, is particularly popular with professional women. Lawyers, accountants, marketing executives, fashion models, stock brokers. This is Emilia's favourite place. This is where she likes to work. Her second home. Women love secrets. New York has lots of secrets. Like Dexter X.

Dexter X, is New York's favourite underground writer and urban legend. He has a loyal following. Every woman in the coffee shop, is wearing her hair up. Several pages of his latest novel, *Yellow Reindeer*, have just been released.

While his identity remains a closely guarded secret, there is one thing that we known about him for sure. He isn't the Police. Although, he often wishes that he was. If you could read his personal DNA, it would say **LOVE OUR POLICE**.

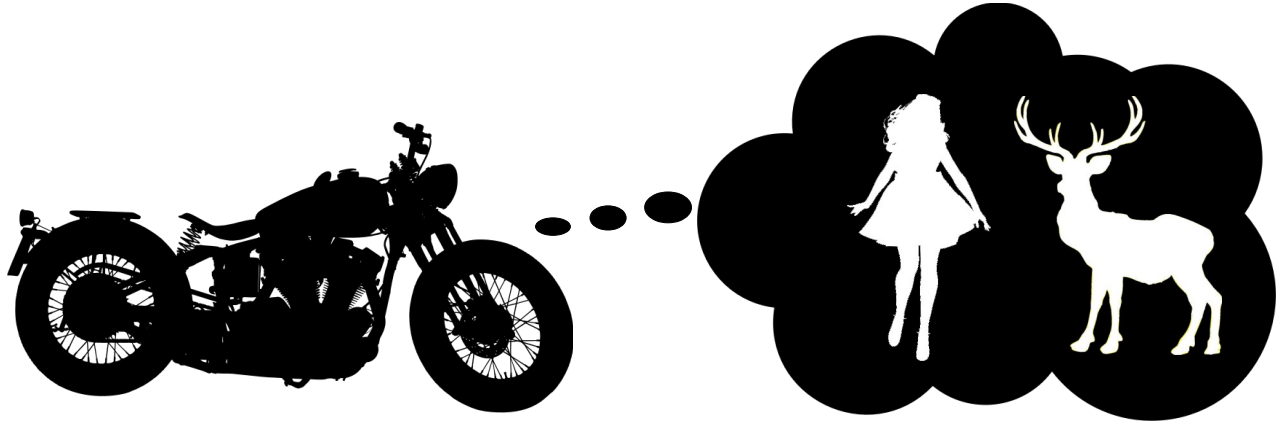


Women, have feminine intuition. Everyone, loves a mystery. Who is Dexter X? Could he be that janitor, who always has his head in a book? That same janitor, who reads Austen and quotes from Dostoevsky? Or is he that new executive, in the corner office? Perhaps, he is that man, who always blushes; whenever you meet? A sure sign, that he is hiding something..... Some women, crave adventure....

Emilia looks up. The man has finished changing the tyre. The female passenger turns up the music, on the car stereo. Several couples start dancing, on the side walk. Some of the reindeer join in, too. Emilia smiles. Only in New York!



A reindeer, parks up his Harley Davidson. He is bright yellow, from his antlers, down to his hooves. Everyone stares. He approaches a woman. She is dressed in yellow. Yellow dress, yellow shoes, yellow bangles. They dance on the side walk.



That unmistakable rumble. V8 muscle. Made in America. Four reindeer inside. They cruise by. The reindeer, are promoting the **International Reindeer Conference**.

*Reindeer Love Carrots*. Emilia catches her breath. The slogan is a trigger. Today, is the anniversary. She was small, when it happened. So small. Mommy was an entrepreneur. Daddy was a Professor of Zoology, at the local university. They met at a conference. It was pure chemistry. Two years later, Emilia came along.

Once, every couple of months, Emilia and her father would visit the reindeer sanctuary. Her father, towered over her. She would hold his hand, when they went to buy the carrots. Then, they would feed the reindeer. Emilia, would reach out and the reindeer, would let her pet them. *Reindeer Love Carrots*.

Life was perfect. Until it wasn't. One day, her father was working late at the university. The car was in the garage. He decided to take the short cut home. Something really bad happened. The next week, in kindergarten, Emilia's friends placed felt cats and dogs and farm animals on the black velcro wall. Emilia cut out a reindeer, from yellow felt. She put it on the wall. Tears, streaming down her face.

Twenty years later. Emilia completed her MBA. She landed her dream job in advertising. Emilia worked out how to build a website, using AI. If only, she had attended that viral marketing course. **What makes a website go viral?** What method