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# Marks & Spencer unveil Christmas advert starring The Two Fairies

Friday, Nov 7 2014 WRITTEN BY Helen Pike

The two fairies, Magic & Sparkle, are set to bring kindness to the UK



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### Introducing Magic & Sparkle, the stars of the M&S Christmas advert

Get ready for one of the most heart warming Christmas adverts this year.

Marks & Spencer have just unveiled their Christmas advert starring two fairies - Magic & Sparkle, who spend their time distributing random acts of kindness throughout the UK.



© YouTube / @M&S

The two fairies, Magic & Sparkle, distributing random acts of kindness to the public

Shot in both London and the Czech Republic, the advert encourages children to switch off their TVs and play in the snow, while the campaign ends with two strangers meeting each other and falling in love.

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Set to the song Fly Me To The Moon, the two fairies, Magic & Sparkle, are officially on **Twitter**Your text to link... and have already amassed a following of over 13,000.

The idea is to get everyone to do a random act of kindness to get everyone in the festive spirit.

The advert will be shown for the first time on TV during The X Factor on Saturday night - but you can watch it below!



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