



For More Information:  
Rick Dungey  
636-449-5071 (voice)  
636-449-5051 (fax)  
dungey@realchristmastrees.org (e-mail)

FOR IMMEDIATE RELEASE

## **White House Staff Selects Blue Room Christmas Tree**

Chesterfield, MO - (October 21, 2008) -- A beautiful Fraser fir from Creston, N.C., will be the official White House Christmas Tree this year.

The Blue Room Christmas Tree will be officially presented to First Lady Laura Bush by Jessie Davis and Russell Estes, owners of River Ridge Tree Farms. Davis and Estes earned this honor by winning the National Christmas Tree Association's (NCTA) national Christmas Tree contest held in August 2008 in Des Moines, Iowa, and becoming Grand Champion.

The Blue Room Christmas Tree was handpicked by Director of the Executive Residence and White House Chief Usher Stephen Rochon, Superintendent of Grounds Dale Haney and White House Chief Floral Designer Nancy Clarke on Oct. 21, 2008. The tree will be cut in late November and sent to Washington, D.C.

“It represents all tree farms to the nation,” says Jessie Davis, about the White House tree presentation.

“The White House deserves the best quality tree and we believe that a tree grown right here on an American farm can represent the nation well.”

*(White House Selects Christmas Tree, page 2)*

River Ridge Tree Farms was founded in 1983 by Jessie Davis and his father-in-law, Joe Pennington. After Pennington passed away in 2003, Rusty Estes became Davis' partner. The farm has trees planted in locations throughout northwest North Carolina and southwest Virginia. The presentation to the White House is currently scheduled to take place on Nov. 30, 2008. The tree will be set up in the Blue Room later that day, where the White House Floral Department staff and volunteers will decorate it.

Members of the National Christmas Tree Association have presented the official White House Christmas Tree for display in the Blue Room since 1966. For Real Christmas Tree selection and care tips, or to find a Christmas Tree farm or lot in your area, visit [www.realchristmastrees.org](http://www.realchristmastrees.org).

###