

Dear Members.

NCTA created and will be distributing a video news release this year which will show a fresh cut Christmas tree properly displayed in water being exposed to a flame. Our intent of course is to show the viewing public that what they often see on the TV news is not what happens in reality as far as a tree being a fire hazard that can burst into flames in seconds.

We do not have enough budget this year to have a VNR distribution company put the video footage on satellite and a dedicated FTP web site for TV stations to download and edit into a final news story you would see on local news. **THIS MEANS ITS UP TO YOU** to send the alert to your local TV stations' news department.

–SIMPLY PRINT PAGE 2 of this alert and fax to your stations–

We also have a viewable, shortened version of the package piece on the new media digital newsroom of the NCTA web site. This will include instructions for stations to get the full video via mail.

Questions? Call Rick at NCTA 636-449-5070. or email at dungey@realchristmastrees.org

Attention: Assignment Editors, Producers & Reporters

Christmas Tree Fire Safety Tips

A Fire Department Public Education Officer Shares Tips to Keep your Home & Family Safe this Holiday Season

According to the National Christmas Tree Association, more than 31 million homes in the U.S. decorated their home with a fresh, farm-grown Christmas Tree last year. This tradition often prompts fire safety officials to warn the public that a fresh Christmas Tree can become dry and quickly ignite a home fire. The chances of a Christmas Tree fire are very slim, and there are things you can do to make the chances even more slim.

Following some simple steps will help keep a high moisture content in the branches and needles making it very difficult for the tree to ignite from an ignition source. You should also make sure the tree is cut straight and try to get the tree into a water-holding stand within 3-4 hours of cutting. Also, never let the water drop below the cut surface.

The key message to anyone wishing to display a fresh Christmas tree in their home this year is to keep your tree watered, and it will be very flame resistant.

For more visit www.realchristmastrees.org

This video contains footage of a firefighter lighting a Christmas tree with a blow torch, a field of Christmas Trees, interviews, and tips.

- **The content is provided for your free and unrestricted use on behalf of The National Christmas Tree Association.**
- **A DVD copy of the VNR package including a sample news segment and all B roll can be obtained by requesting a copy:**
- **call Rick Dungey at 636--449-5071**
- **or email dungey@realchristmastrees.org**