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## MEDIA ALERT

From: Pam Helmsing & Rick Dungey  
Date: November 22, 2011  
RE: White House Blue Room Christmas Tree from farm in Wisconsin  
WHEN: Friday, November 25, 2011

**WHAT: Official White House Christmas Tree Presentation**

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*Sue and Tom Schroeder will present First Lady Michelle Obama with the Christmas Tree selected from their farm on November 25, 2011. The tree will be displayed in the White House Blue Room this holiday season.*

*Winners of the National Christmas Tree Association national tree contest have provided the official White House Christmas Tree since 1966.*

**WHO: Sue and Tom Schroeder, Schroeder's Forevergreens**  
**WHEN: Friday, November 25, 2011 - time 11:00 A.M. (eastern)**  
**WHERE: White House North Portico**

*This event will be open press, but space is limited. Members of the media who wish to cover this event must RSVP to [PressEventRSVP@who.eop.gov](mailto:PressEventRSVP@who.eop.gov) by Wednesday, November 23 at 10:00 AM ET. Press who do not have a White House hard pass must include their social security number, date of birth, country of citizenship, current city/state of residence and gender. For any other logistical questions, please contact Will Jennings at 202-503-5381.*

*NCTA press contact will be available as well. Contact Rick Dungey at 636-449-5071 or [dungey@realchristmastrees.org](mailto:dungey@realchristmastrees.org).*