



Greetings from the **National Christmas Tree Association (NCTA)**, a trade association representing people in the farm-grown Christmas Tree industry. This year consumers will purchase 28-32 million Real Christmas Trees as part of a \$1 billion industry in the U.S. With the 2011 holiday season approaching, we can provide the following story/segment/interview ideas about Christmas Trees.

- 1) On November 25, the Grand Champion Christmas Tree farmer will present the official **White House Christmas Tree** to the First Lady. If you would like to schedule interviews with the Grand Champion, call the NCTA media hotline listed below.
- 2) Keeping a Real Christmas Tree fresh is fairly simple if consumers learn to separate proper tree care information from bad advice, old wives tales and urban legends. Every year, NCTA answers hundreds of questions about **how to care for a Real Christmas Tree**. Misinformation about proper tree care can reduce the enjoyment of a Real Christmas Tree. Unfortunately, many well-intended, but poorly informed sources spread ineffective home remedies that have no scientific basis. NCTA Spokespersons can go through the **simple steps recommended by the association** with your viewers, listeners or readers.
- 3) Consumers can quickly, easily and conveniently learn how, when and where to **recycle their Real Christmas Tree** after the Holidays. Tree recycling programs are very common, but also localized. Many communities have found creative ways to use Christmas Trees post-harvest: from common chipping programs to marshland reclamation to beach restoration. Because farm-grown Christmas Trees are a 100% biodegradable plant, they can be recycled in many different ways – none of which you could do with a plastic artificial tree which is totally non-biodegradable.
- 4) Some consumers are looking for a **more convenient way** to enjoy a fresh Real Tree during the holiday season. Christmas Tree professionals are responding by providing services that offer alternatives to the traditional way of buying a Real Tree. Real Trees can be purchased by catalog or online at grower Web sites, and delivered direct to the consumer. Some businesses even offer rental of Christmas trees. Other convenience services include baling trees (making transporting and bringing into the home easier), shaking trees, and drilling the stumps to make it more stable in certain kinds of tree stands. NCTA experts can provide many tips and suggestions to your readers, listeners or viewers.
- 5) The Christmas SPIRIT Foundation, the charitable branch of the NCTA, will be sponsoring the “**Trees for Troops**” program for the 7th consecutive year in cooperation with FedEx Corp. A military family this year will receive the 100,000th tree given away since the program began. Growers across the nation will be donating more than 11,000 Christmas Trees from their farms, plus consumers can purchase and donate trees December 2-4 for distribution on U.S. military bases and overseas.

These topics can all be covered in either a short 4-7 minute straight question and answer segment or a longer in-depth segment with questions from listener call-ins. We also have 15 second sound bites for radio newscasts available to download off the NCTA news media page at <http://www.christmastree.org/media.cfm> in mp3 and wav format. Biographies of interviewees and common questions that work well in a talk radio format will be sent after interviews are confirmed.

If you want to explore these, or other topics as possible interview segments, please contact Rick Dungey at NCTA at (636)449-5071 or send an email to dungey@realchristmastrees.org.