



16020 Swingley Ridge Rd.
Suite 300
Chesterfield, MO 63017
Phone: 636-449-5071
Fax: 636-449-5051
www.realchristmastrees.org
dungey@realchristmastrees.org

MEDIA ALERT

From: Rick Dungey
Date: July 14, 2014
RE: National Christmas Tree & Wreath Contests

WHAT: National Christmas Tree Contest

WHO: Members of National Christmas Tree Association

WHEN: Friday, July 25 – Saturday, July 26, 2014

WHERE: Peterson's Riverview Nursery, 873 26th Street, Allegan, MI 49010

ADDITIONAL: Interviews with Blake Rafeld, NCTA President, or any other NCTA members or staff may be scheduled by calling the NCTA office at (636) 449-5071. Starting Wednesday, July 23, contact Rick on cell # 314-570-8563.

BRIEF OVERVIEW OF ORGANIZATION:

The National Christmas Tree Association (NCTA) strives to be one voice representing Christmas tree professionals and promoting the use of Real Christmas Trees. There are close to 14,000 Christmas tree farms in the U.S. alone, and the industry has just over \$1 billion in retail sales during a four week period. Michigan ranks #3 in production among U.S. states with nearly 38,000 acres of Christmas tree farms.

UNIQUE STORY ANGLE:

The National Christmas Tree and Wreath Contests will be held during this event. The winning farm of the tree contest will have the honor of providing the Official White House Christmas Tree in 2014. Winning members of NCTA have provided the White House Christmas Tree since 1966.

OTHER:

The National Tree Contest is conducted in two stages, the second of which is judged by consumers. We invite you to be one of the consumer judges who help select the national Grand Champion to provide the 2014 White House Christmas Tree. You will need to be at Peterson's Riverview Nursery on Friday, July 25 between 6:00 p.m. and 8:00 p.m.