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MEDIA ALERT

From: Pam Helmsing & Rick Dungey
Date: September 26, 2011
RE: Selecting White House Blue Room Christmas Tree from farm in Wisconsin
WHEN: Monday, October 3, 2011

WHAT: Official White House Christmas Tree

Selection will take place at the farm of the 2011 National Christmas Tree Association Grand Champion winner of the national tree contest.

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.

Harvest of the selected tree will take place in late November 2011 just prior to the presentation.

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: Monday, October 3, 2011 - time 10:00 A.M. (central)

**WHERE: Schroeder's Forevergreens (See directions below.)
N7226 State Road 22, Neshkoro, WI 54960**

*(.3 mi South of intersection with Eagle Rd. or .3 mi North of intersection with Dunn Lane)
The farm is located approx. 12 miles south of Wautoma or 8 miles north of Montello on WI Highway 22.)*

ADDITIONAL: Interviews with Sue Schroeder may be scheduled by calling the NCTA office at (636) 449-5071.

Pam Helmsing will be on-site, cell phone: 314-368-6957.

Please let us know if you prefer that further details be directed to another person or location.

Directions to Schroeder's Farm on Page 2

Although not necessary, please RSVP if you plan to attend so the group does not head into the fields before you arrive. You may RSVP to Rick Dungey at dungey@realchristmastrees.org or by calling 636-449-5071. Press kits will be available onsite, or may be emailed upon request.