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MEDIA ALERT

From: Pam Helmsing & Rick Dungey
Date: November 10, 2011
RE: Harvesting White House Blue Room Christmas Tree from farm in Wisconsin
WHEN: Thursday, November 17, 2011

WHAT: Official White House Christmas Tree

Tree will be harvested from 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.

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: Thursday, November 17, 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.

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

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 may be emailed upon request.

Directions to Schroeder's Farm

******Be aware that web mapping and GPS devices may not get you to the exact, correct destination!**

From Fox Valley and Green Bay Area-approx. 50 miles from Oshkosh:

Take US 41 S to WI 21 W at Oshkosh. (NOTE: there may be detours)

Follow WI 21 W to Wautoma-approx. 36 miles.

On the west side of Wautoma, WI 22 joins WI 21 W and makes a left turn to the South. Be sure to follow signs. At stop sign, just past Wautoma High School, continue straight on WI 22 S toward Montello.

Follow WI 22 S approx. 12 miles to the farm.

From the Milwaukee area:

Take I-94 toward Madison.

Take I-90/I-39 North toward WI Dells/ Portage

At the I-90/I-39 split follow I-39 North toward Portage

Take I-39 North to exit 113 at Westfield.

Follow Directions from Westfield-see below.

From the Madison area-approx. 75 miles from Madison:

Take I-90/I-39 North toward WI Dells/ Portage

At the I-90/I-39 split follow I-39 North toward Portage

Take I-39 North to exit 113 at Westfield.

Follow Directions from Westfield-see below.

From Stevens Point/Wausau Area-approx 55 miles from Stevens Point:

Take I-39 South to exit 113 at Westfield.

Follow Directions from Westfield-see below.

From Westfield, I-39, exit 113-approx 11.5 miles:

Turn East off of Exit 113 on County Road E

After .2 mi turn Left to stay on County Road E

After 1 mi turn Right to stay on County Road E

After 9.1 miles turn Right onto WI 22 South

Follow WI 22 S for approx. 1 mile to farm