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MEDIA ALERT

From: Ann O'Connor, Director of Programs & Membership, NCTA
Date: September 16, 2016
RE: Selecting White House Christmas Tree from Wisconsin Grower Tuesday,
WHEN: September 20, 2016

WHAT: Selection of Official White House Christmas Tree

Selection will take place at the farm of Dave and Mary Vander Velden, the 2016 National Christmas Tree Association Grand Champion winner of the national tree contest.

The Vander Veldens will present the Christmas Tree selected from their farm to the White House in November. The tree will be displayed in the White House.

Harvest of the selected tree will take place in late November 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: Dave and Mary Vander Velden, Oconto, Wisconsin

WHEN: Tuesday, September 20, 2016 8:00 a.m.

**WHERE: Whispering Pines Tree Farm
3692 Airport Road
Oconto, WI 54153**

Directions: Take highway 41/141 North out of Green Bay. Take the split toward Highway 41 in Abrams. Follow Hwy 41 toward Oconto for approximately 3 miles {watch for Whispering Pines Tree Farm sign} Turn North on Hwy J and continue approximately 5 miles. Turn East onto Airport Rd. and continue approximately 2 miles to 3692 Airport Rd.

ADDITIONAL: Interviews or background information requests may be directed to Ann O'Connor in the NCTA office at 800/975-5920 or email to Ann@realchristmastrees.org.

Ann O'Connor, National Christmas Tree Association, will be on-site, cell phone: 303-921-1994. Please let us know if you prefer that further details be directed to another person or location.

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 Ann O'Connor at Ann@realchristmastrees.org or by calling 800/975-5920. Press kits will be available onsite, or may be emailed upon request.