

## **A REAL CHRISTMAS TREE - Clearly the Best Choice for Christmas**

*Millennial Families turn to real trees for lasting Christmas memories as data confirms real trees have a positive impact on the environment. Everything from the scent to the search is an experience no artificial tree can replace; plus, choosing a real Christmas tree is an environmentally conscious decision Millennials can feel good about.*

Millennials are creating their own Christmas traditions by seeking out real Christmas trees. Some of their baby boomer parents have turned to fake trees as they have aged. Millennials tend to want everything in their life to be authentic, natural, and meaningful. Their purchasing decisions and preferences are driving trends from artisan goods, to organic produce, to authentic and adventurous experiences. Real Christmas Trees and the family experience of selecting it fall right in line with all of these interests.

Real Christmas trees smell like Christmas. Going to pick out your real Christmas tree is an event to look forward to and remember forever. Every tree is unique. It becomes a one-of-a-kind icon for each year in your family's history.

Real Christmas trees come from the earth and return to the earth; they are biodegradable, and can be reused for mulch or recycled in multiple ways. Christmas tree farmers make sure planting and harvesting are balanced to protect the environment. In fact, for every real Christmas tree they harvest, they plant at least one new tree. Research has demonstrated the growing of real Christmas trees helps with carbon sequestration, naturally working to slow down climate change.

“A Real Christmas tree is the traditional symbol for this season of giving, sharing, and family gatherings,” says Paul Schroeder, a Christmas tree grower from Wisconsin and president of the National Christmas Tree Association (NCTA). “Nothing says Christmas more than the fresh scent, feel and evergreen beauty of a real Christmas tree.”

The National Christmas Tree Association recommends that people shop for their real Christmas tree early in the Season. Whether you prefer to select a tree at a local choose and cut farm, or a local garden center, retail lot or big box store, the earlier you shop, the greater a selection you will find. Real Christmas trees will be readily available across the country beginning the weekend after Thanksgiving.

Before starting your adventure, look first to the NCTA website for tips to save you time and ensure success; [www.realchristmastrees.org](http://www.realchristmastrees.org) On the website you will learn about the different tree varieties and discover how to test the trees for freshness. Be sure you have measured the space your tree will occupy and take the tape measure with you (trees always look shorter outside!). And be sure you have the right stand for the size of tree you are purchasing.

The most important thing you can do to ensure a great, fresh Christmas tree experience is to insist on a fresh cut on the trunk before you leave the retail location, and to place your tree in water when you arrive home. If you are not going to place your tree in the stand within a couple of hours, be sure to have your Christmas tree

waiting in a bucket of water. Real Christmas trees remain fresh and moist as long as they get this fresh cut; then keep this cut submerged in water throughout the holiday season. Plan on checking the water level in the stand daily. A funnel type watering product makes watering your tree very easy and need not be expensive. The NCTA recommends placing the tree away from direct heat sources such as HVAC vents and fireplaces.

A real Christmas tree is a living, breathing member of your family during the holiday season. Long after the Christmas gifts have been forgotten, the experience of selecting, bringing home and decorating your family tree will provide your children with treasured memories for years to come.

The real Christmas tree industry is involved in a campaign developed by the Christmas Tree Promotion Board. Check out the entertaining and educational videos by visiting the campaign Facebook page: [www.facebook.com/ItsChristmasKeepItReal/](http://www.facebook.com/ItsChristmasKeepItReal/) or by visiting the campaign website: <https://itschristmaskeepitreal.com>

For additional tips on the selection and care of a real Christmas tree, and finding where to purchase one near you remember to visit the National Christmas Tree Association website; [www.realchristmastrees.org](http://www.realchristmastrees.org). Look for the drop-down tab labeled “All About Trees”. You'll find all you need to have a Real Christmas Tree Holiday experience.



**Contact Information**

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