

FOR IMMEDIATE RELEASE

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2024 White House Christmas Tree Selected

Littleton, CO – (October 28, 2024) – Christmas tree growers David, Sam and Jim Cartner, Cartner's Christmas Tree Farm, Newland, NC waited for the arrival of special guests from our nation's capital to select the 2024 White House Christmas tree. Robert Downing, White House Chief Usher and Dale Haney, White House Superintendent of Grounds arrived at the appointed field to look over Cartner's choice firs to select the perfect tree to be the 2024 White House Christmas tree.

David, Sam and Jim were named 2024 Grand Champion Grower at the National Christmas Tree Association's 2023 National Christmas tree contest as announced previously by NCTA ([see press release here](#)). With this award goes the honor of presenting a Christmas tree to the White House.

After inspecting and measuring contending trees, Mr. Downing and Mr. Haney selected a spectacular 20 foot tall Fraser fir to be displayed in the Blue Room of the White House this holiday season. This special tree has to fit exacting specifications to go on display in such a historic room. "We are honored to have the opportunity to represent the Christmas tree growers of America, by continuing the tradition of providing a farm-grown Christmas tree to the White House Blue Room, which will be viewed by millions of people." said Sam.

Members of the National Christmas Tree Association have presented the official White House Christmas tree for display in the Blue Room since 1966. 2024 will mark the 59th year a member of the National Christmas Tree Association has presented the official White House Christmas Tree.

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About the National Christmas Tree Association (NCTA)

The National Christmas Tree Association (NCTA) was founded in 1955, it is the national trade association and advocacy organization for the farm-grown Christmas tree industry leading its public policy/governmental affairs and serving as the “voice of the industry” with the media. NCTA represents hundreds of active member farms, 38 state and regional associations, and more than 4,000 affiliated businesses that grow and sell Christmas trees or provide related services. For information on real Christmas tree selection and care tips, or to find a Christmas tree farm or lot in your area, please visit www.realchristmastrees.org