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FOR IMMEDIATE RELEASE

### **NCTA Presents the 2024 White House Christmas Tree to First Lady Jill Biden**

Washington, DC - (November 25, 2024) – The official beginning of Christmas arrived at the White House today in the form of a majestic Fraser fir Christmas tree. The tree was delivered to First Lady Jill Biden at the White House, via horse-drawn wagon. This very special Christmas tree was presented by Cartner’s Christmas Tree Farm from Newland, North Carolina and will be on display in the Blue Room of the White House this holiday season.

Brothers David, Sam and Jim Cartner were named 2024 Grand Champion Growers in the National Christmas Tree Association’s Christmas National Tree and Wreath contest as announced previously by NCTA ([see press release here](#)). The award winner earns the title of Grand Champion Grower, and the honor of presenting a Christmas tree to the White House.

“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, which will be viewed by millions of people. This year, our Christmas tree also showcases the resilience of Christmas tree farmers and communities across western North Carolina affected by Hurricane Helene.” said Sam Cartner.

The spectacular Fraser fir was hand selected by Robert Downing, White House Chief Usher, and Dale Haney, White House Superintendent of Grounds at Cartner’s farm in North Carolina on October 28<sup>th</sup>.

“The Cartner family exemplifies the commitment of Christmas tree growers across the country,” said John Wyckoff, President of the National Christmas Tree Association. “We are

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proud to grow a product that provides cherished memories for families and is often the centerpiece of their Christmas celebration.”

2024 will mark the 59<sup>th</sup> year a member from the National Christmas Tree Association has presented the White House with a Christmas tree.

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## **ABOUT NCTA**

The National Christmas Tree Association (NCTA), founded in 1955, 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 in your area, please visit [www.realchristmastrees.org](http://www.realchristmastrees.org)

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