



FOR IMMEDIATE RELEASE

**DETROIT 300 CONSERVANCY LAUNCHES STATEWIDE SEARCH FOR
2011 OFFICIAL CHRISTMAS TREE TO CROWN CAMPUS MARTIUS PARK**

DETROIT, Mich., Aug. 15, 2011 – The Detroit 300 Conservancy is launching a statewide search for the star of the Detroit Tree Lighting Ceremony at Campus Martius Park—a 50-60 foot tall spruce tree, beautifully proportioned and Michigan grown. The winning nomination will crown Campus Martius Park November through early January, welcoming Santa Claus at the America’s Thanksgiving Parade, plus tens of thousands of park-goers and passersby throughout the holiday season.

The winning tree will be placed in Detroit’s award-winning and internationally-acclaimed Campus Martius Park, at the majestic Woodward Fountain and adjacent to the popular Ice Rink. Continuing what the Detroit Free Press has called a “Great New Detroit Family Tradition,” the tree will be lit in a spectacular ceremony on Nov. 18.

“Michigan is home to many beautiful tree farms and towering evergreens that may have become too large for a private residence. Whether applicants are struck with the holiday spirit, the honor of gifting the city’s official Christmas tree, or for purely practical purposes, we welcome all relevant applications,” said Robert Gregory, president of the Detroit 300 Conservancy. “We hope to see nominations from the City of Detroit, Southeast Michigan and all around the state.”

The family or individual that donates the tree will receive VIP-guest treatment, including a complimentary stay at the Westin Book Cadillac, and public recognition during the Tree Lighting ceremony. The Conservancy will only accept entries that meet the following specifications:

- The tree must be a Norway Spruce and stand between 50-60 feet tall, with a 25-30 foot base measured branch to branch.
- The tree should be well branched and symmetrical, and easily accessible from the road with no interference from overhead utility lines.
- The tree must be a donation and available at no cost.

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This year marks the eighth year that the Conservancy has partnered with the City of Detroit, DTE Energy and other downtown Detroit companies to bring a Christmas tree and related festivities to Campus Martius Park.

The deadline to enter a tree for consideration is Sept. 19. Those wishing to enter a tree for consideration should include their name, telephone number and a photograph of the tree with information about its size and location to DetroitTreeLighting@detroit300.org or by mail to:

Detroit Tree Lighting
Detroit 300 Conservancy
1 Campus Martius, 3 W
Detroit, Michigan 48226

About Campus Martius Park

Campus Martius Park, Detroit's Gathering Place and the centerpiece of revitalization in downtown, is a legacy gift to the City of Detroit from the Detroit 300 Conservancy, a nonprofit organization that has raised over \$20 million to design, construct, and operate the Park through businesses, foundations, and individual donations. The nationally recognized Campus Martius Park is the recent recipient of The 2010 Urban Land Institute's Amanda Burden Open Space Award. Program Planning for the Park was by Project For Public Spaces and the Park's designer was Rundell Ernstberger Associates, LLC. For more information, contact the Detroit 300 Conservancy at 313-962-0101 or visit www.campusmartiuspark.org.

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