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**FOR IMMEDIATE RELEASE**

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**A Home-Grown Tree for New York's Largest Outdoor Holiday Festival**

**Holiday Tree for 15<sup>TH</sup> Annual Winter's Eve at Lincoln Square Gets Chopped and Arrives in Dante Park Welcomed By Lincoln Square BID, Manhattan Borough President, I Love NY, NYC Department of Parks & Recreation and Empire State Development Corporation**



*Farmer Bruce Wilbert, Christmas Tree Farmers Association of NY leaders and Lewis County officials joined to chop down a New York born and raised, 35 year old Balsam Fir from Balsam Acres Christmas Tree Farm located in West Leyden, NY on Wednesday, November 12<sup>th</sup> to send off to Lincoln Square for New York City's largest outdoor holiday festival, Winter's Eve at Lincoln Square (Photo credit: Ned Chapman)*

**New York, NY**—Today, **Monica Blum**, President of the [Lincoln Square Business Improvement District](#); **Gale Brewer**, Manhattan Borough President; **Gavin Landry**, Executive Director of I Love NY Tourism; **Linda LaViolette**, Director of Farmers' Markets at Empire State Development and members of the NYC's Department of Parks & Recreation, Forestry Division joined in Lincoln Square's Dante Park (Broadway between 63<sup>rd</sup> and 64th Streets) to welcome the arrival of the holiday tree for the 15<sup>TH</sup> Annual [Winter's Eve at Lincoln Square](#), New York's largest outdoor holiday festival. Winter's Eve is presented and produced by the **Lincoln Square Business Improvement District** and is set for December 1<sup>st</sup> from 5:30PM – 9:00PM. Arriving all the way from Balsam Acres Christmas Tree Farm located in West Leyden, NY, this New York born and raised Balsam Fir is 35 years old and 25 feet tall. The tree was unloaded and installed at Dante Park by the New York City Department of Parks & Recreation.

"We are so excited to be partnering with New York growers for the holiday tree for this milestone year of Winter's Eve," said **Monica Blum**, Lincoln Square BID President. "The native New York tree from Balsam Acres Christmas Tree Farm

will serve as a fabulous centerpiece for this traditional and magical night full of holiday cheer, entertainment, food, culture, community and more!"

"We are extremely proud to have one of our trees selected for the 15<sup>th</sup> annual Winter's Eve at Lincoln Square and look forward to bringing our family to New York City to see it light up on December 1<sup>st</sup>," said **Bruce Wilbert**, Owner of Balsam Acres Christmas Tree Farm and member of the Christmas Tree Farmers Association of NY. "The tree at Lincoln Square symbolizes the return of the New York Christmas tree farmer to the New York City marketplace. New York's tree farmers lost market share over the past 25 years for a lot of different reasons, making it difficult for a New York City resident to buy a locally grown New York Christmas tree."

"Winter's Eve has become an annual tradition that epitomizes and showcases the vibrant and cultural Lincoln Square community and has become a staple of New York City's holiday season," said **Gale Brewer**, Manhattan Borough President. "I'm thrilled to welcome the arrival of a home-grown tree to Dante Park and support the effort to bring New York grown trees to New York City residents."

"I LOVE NEW YORK is in full swing promoting New York State's many winter activities and events across the State," said **Gavin Landry**, Empire State Development Division of Tourism Executive Director. "The 15th Annual Winter's Eve at Lincoln Square promises to be a spectacular event with music, food, lots of family fun, and the return of a New York State Christmas tree as the crowning attraction."

"New York State has been working harder than ever to support the growth of the agriculture sector and better connect Upstate local producers to other markets, including New York City," said **Linda LaViolette**, Empire State Development Director of Farmers Markets. "The New York State nursery industry generates significant tax dollars for the State's economy so we are especially proud to join with our partners to help bring New York State trees back to New York City, allowing residents the opportunity to once again buy local and support our State's farmers."

Farmer, Bruce Wilbert and leadership from I Love NY, Christmas Tree Farmers Association of NY and Lewis County all joined at Balsam Acres Christmas Tree Farm located in West Leyden, NY on Wednesday morning to cut down the tree and send it off to Lincoln Square.

The tree will feature refurbished, old-fashioned silver glass glitter ornaments by Wendy Addison and Tinsel Trading in conjunction with the American Folk Art Museum and will be on display through January 2015. [Winter's Eve at Lincoln Square](#) hosts the Upper West Side's only tree lighting ceremony on the main stage at Dante Park. Legendary folk artist, Arlo Guthrie will headline the main stage this year and will be joined at the tree by Tony Award®-winner Billy Porter, star of the hit Broadway show *Kinky Boots* and the evening's emcee. The tree lighting ceremony will also feature a performance from the Tony Award®-winning musical and EXPG Studio presented by the Professional Children's School.

**For more information about the Lincoln Square BID's Winter's Eve, please visit: [www.WintersEve.nyc](http://www.WintersEve.nyc) or call 212.581.3774.**

*Winter's Eve at Lincoln Square is hosted and produced by the Lincoln Square Business Improvement District (BID), a not-for-profit tax-exempt organization that was formed in 1996 by property owners, businesses and others with a stake in this Upper West Side community. The mission of the Lincoln Square Business Improvement District is to make Lincoln Square cleaner, safer, and more beautiful, and to undertake various improvement projects by focusing efforts on supplemental sanitation and security services; the beautification of public spaces, malls, and parks; and the promotion and marketing of the area's diverse business and cultural offerings. Members of the Lincoln Square BID include property owners, businesses, hotels, restaurants, leading retail establishments, both large and small, cultural institutions, public officials, and residents. For more information please visit [www.lincolnsquarebid.org](http://www.lincolnsquarebid.org)*