

**MORE INFORMATION**

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**FOR IMMEDIATE RELEASE**

**Pike Nurseries shares tips and tidings for keeping Christmas trees fresh all season long**

*Garden gurus encourage families to shop early for best selection*

**ATLANTA (November 20, 2018) –** *O Christmas Tree, O Christmas Tree!*For those who look forward to the annual tradition of picking out the perfect tree, **Pike Nurseries** is the place to be! With over 300,000 hand-cut trees delivered to Pike Nurseries stores every year, the local garden center has something for everyone. From lifelike varieties to real, fresh-cut and fragrant Christmas trees, such as Fraser, Noble and Silvertip Fir customers can find a tree for any space. For the best quality tree at the lowest price, Pike Nurseries offers a **fresh cut 6-7 foot Fraser Fir Christmas Tree for $49.99** as well as **tree stands** free with a rebate; guests can return the stand in January to receive an in-store credit for the original price.

Due to the high popularity of trees and high demand from customers, the experts are encouraging shoppers to pick out that perfect tree early in the season to ensure best selection. To keep real trees fresh and fragrant throughout the season, the pros at Pike Nurseries are here to help with tinsel-laden tips for all to enjoy!

* **Start Fresh**Choosing the freshest tree possible is crucial for success all season long! Each Christmas tree at Pike Nurseries is carefully hand-cut, positioned in a stand filled with water to retain moisture and placed in a protected greenhouse to shield against direct sunlight, wind and rain. Don’t delay: the experts recommend being proactive on picking early to allow for maximum, fresh selection!
* **Clean Cut Trunk**Once the perfect tree has been chosen, be sure to get a fresh cut on the trunk to cut off any resin that may be blocking it from absorbing water. All on-hand garden experts at Pike Nurseries will give each tree a complimentary cut off the trunk prior to loading in customers’ vehicles, so guests can save stress and mess!
* **Keep The Cool**When bringing the needled beauty home, the pros encourage placing the tree immediately in a gallon of warm to room temperature water and away from heat sources, such as fireplaces, air ducts and radiators. If that isn’t possible, Pike Nurseries recommends running a humidifier in the room to keep the air – and the tree – from becoming dry. Varieties such as Noble and Silvertip Firs grow naturally in cold environments and, as such, prefer to be placed in drafty places in the home.
* **Stay Hydrated**The best way to keep a Christmas tree fresh for as long as possible is to never let it run out of water. The tree will drink the most water in the first weeks of being in a home, so be sure to be extra diligent about keeping an eye on water levels! The pros recommend keeping the levels above the base of the trunk at all times and filling with room temperature water nearly every day.
* **Treat Your Tree**Give the tree a little extra love with liquid tree preservative that is designed to extend hydration and keep needles fresh for longer. The experts suggest using about two tablespoons of preservative per gallon of water for best results.

For those looking for more low-maintenance solutions, Pike Nurseries also offers a selection of premium **life-like trees** in a variety of styles – all with a 10-year warranty and a three-year warranty on lights. The life-like options at Pike Nurseries are carefully curated to resemble the same look and feel of fresh-cut counterparts, with pre-lit branches, LED lights and multiple light functions for a brilliant display, plus more tips for a realistic look and hinged branches for easy setup.

For more information on the different varieties of Christmas trees offered, as well as tips on caring for them, stop by any of the 19 Pike Nurseries locations in Georgia and North Carolina or visit [www.pikenursery.com](http://www.pikenursery.com).

**ABOUT PIKE NURSERIES**Ever committed to its customers’ gardening success, Pike Nurseries takes pride in taking the guesswork out of gardening and helping its customers play in the dirt. Offering superior knowledge, quality and selection in a friendly, caring environment, Pike Nurseries has been an Atlanta icon for over 60 years.  Founded in 1958 by Pete Pike, its ability to adapt to market conditions and community needs has made it a respected Southern institution.  As Atlanta’s oldest garden chain, Pike Nurseries has 19 retail locations in the Atlanta, Ga. and Charlotte, N.C. areas. Led by President Monte Enright, Pike Nurseries looks forward to continued growth as it keeps Atlanta and Charlotte beautiful, one landscape at a time.

For more information, please visit Pike Nurseries online at [pikenursery.com](http://www.pikenursery.com/).

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