



MORE INFORMATION

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FOR IMMEDIATE RELEASE

Pike Nurseries offers superior selection of Christmas trees and care-free décor options!

Garden center helps homeowners deck the halls with variety of Christmas trees, decorations and holiday events

ATLANTA (November 17, 2016) – The most wonderful time of the year is almost here! To get in the festive spirit, **Pike Nurseries** will help homeowners deck the halls with its wide variety of holiday décor and its tree-mendous assortment of beautiful Christmas trees. Whether it's a freshly-cut Fraser Fir, a lightly-dusted snow flocked evergreen or a hand-selected, high quality lifelike tree, Pike Nurseries' superior selection ensures families have plenty of options when choosing what will become the focal point of many Christmas celebrations.

The Real Deal: Fresh Cut Christmas Trees

Pike Nurseries takes great pride in ensuring each of its topnotch Christmas trees receive exceptional care to maintain their fragrance and freshness. Specially-selected and cut from various regions throughout the United States, the trees are carried – not dragged – out of the forest to preserve their perfect cone shape. Once arriving at Pike Nurseries, the Christmas trees are carefully hand-cut, positioned in a stand filled with water to retain moisture and placed in a protected greenhouse to shield against adverse weather elements.

Known as the Christmas Tree Forest and featured at all 17 garden center locations, the trees are displayed upright in stands, allowing customers to have a 360-degree view before choosing their favorite. As always, garden experts will be on-hand to offer tree maintenance tips, as well as carry and carefully place trees on customers' vehicles. This close attention to detail and emphasis on quality care allows the Christmas trees to remain healthy and fresh for families to enjoy throughout the holiday season.

Fraser Fir Christmas Trees

Grown on a family farm in the mountains of North Carolina, the Fraser Fir Christmas trees are carefully carried out of the forest to preserve their fresh quality and pyramid shape. With a strong, lovely scent and deep, rich green needles that are approximately ½-inch to 1-inch long, these evergreens are a popular choice.

Noble Fir Christmas Trees

These evergreens are grown in the snowy mountains of Washington, where the trees are carefully taken out of the forest and placed on cold trucks before making their journey across the country. Noble Fir Christmas trees have 1-inch, bluish-green needles that lie along sturdy and lightly fragrant flat branches, which can support the weight of heavier ornaments.

Silvertip Fir Christmas Trees

A Pike Nurseries exclusive, Silvertip Firs are extremely rare and grown in California in elevations of more than 8,000 feet. With a light fragrance, silver and blue tips at the end of the branches and large, wide spacing between the limbs, these evergreens display a modern, clean style.

Snow Flocked Christmas Trees

Why dream of a white Christmas when it can become a reality? True to tradition, Pike Nurseries offers quality snow-flocking service for any Christmas tree variety, providing realistic, snow-covered branches that are easy to

maintain. The flocking insulates tree branches with flame retardant material, resulting in little to no needle-shed and no need to water. Plus, the flocking material is pet and child-safe.

For the highest quality tree at the best price, Pike Nurseries offers a fresh-cut 7-foot Fraser Fir Christmas tree for \$39.99. Christmas tree stands, which start at \$10, keep the trees perfectly straight and come in four different sizes. Customers who purchase a tree with stand have the option to return it in January to receive an in-store credit for the price of the stand. Homeowners looking for the complete holiday bundle can purchase the quick and easy **Christmas Décor Package** for \$74.99. This features a fresh-cut 7-foot Fraser Fir Christmas tree, one fresh, fragrant 24-inch mixed wreath and two florist quality 6.5-inch Poinsettias.

Lifelike Christmas Trees

Carefully designed with close attention to detail, the look of Pike Nurseries' lifelike trees are almost identical to their fresh-cut counterparts. All Pike Nurseries' lifelike trees are pre-lit with LED lights for a more brilliant, yet energy-efficient display. These top-of-the line trees have the most tips for a lush, realistic look and include hinged branches for easy assembly. Additionally, all trees have a 10-year guarantee and lights have a three-year guarantee, allowing customers to enjoy these ultimate Christmas centerpieces for years to come.

Mount Vernon Firs feature a fuller look and are available in 4.5, 7.5 and 9-foot options, in addition to a 7.5-foot Slim choice, which offers a narrow base. Standing at 7.5 feet, the **Darlington Fir** is a beautiful tree with bluish-green needles. The **Flocked Winterhaven Pine**, standing 7.5 feet, offers a snow-flocked lifelike option.

Ho-Ho-Holiday Décor

In addition to gorgeous Christmas trees, Pike Nurseries offers customers a one-stop shop for all holiday décor needs. Featuring festive ornaments, tableware, figurines, garland, outdoor living accessories like doormats and wreaths, and a variety of Christmas-themed furnishings, customers can get in the spirit of the season with plenty of offerings for every style. On **Thursday, December 1**, Pike Nurseries will host its annual **Christmas Garden Party** at all locations from **4-9 p.m.**, with the **Lake Oconee** event happening from **3-7 p.m.** The party will feature complimentary treats, "Poinsettia" cocktails and 20 percent off the purchase of regular priced items (excluding gift cards, pine straw, propane, sale items, services and sod).

Shoppers looking to put a personal touch on holiday décor can join the neighborhood garden center for its **Williamsburg Wreath Make & Take Class** on **Saturday, November 26** at **9 a.m.** and **Wednesday, December 7** at **3 p.m.** at all store locations. Inspired by Colonial Williamsburg, this DIY wreath is adorned with fruits and nuts, making it the perfect addition to any home. The cost to attend is \$30 per person and includes all supplies. Spots are limited and are available on a first-come, first-served basis. To register, visit bit.ly/PikeWilliamsburgWreath.

For more information on décor offerings or Pike Nurseries' beautiful assortment of Christmas trees, stop by any of the 17 store locations in Georgia and North Carolina (the new Matthews location is now open!) or visit 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 a Southern icon for more than 55 years. Founded in 1958 by Pete Pike, the company is now led by CEO Mike Kunce. With 17 retail locations in the Atlanta, Ga., and Charlotte, N.C. areas, Pike Nurseries offers a full-service landscape installation and design program and boasts a signature greenhouse to carefully grow annuals and perennials for the communities it serves. Pike Nurseries continues its commitment to keeping neighborhoods beautiful, one landscape at a time. For more information, please visit Pike Nurseries online at www.pikenursery.com.

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