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**FOR REVIEW ONLY**

**Pike Nurseries gives expert advice on picking the perfect Christmas tree**

*Garden center offers big savings on Christmas Décor Kits this weekend only!*

**ATLANTA (Nov. 30, 2022) –** The Christmas season is here! For many, selecting a tree is a time-honored tradition, and Pike Nurseries offers pro tips on making the perfect selection. Offering the best assortment of fresh cut Christmas trees, the garden center offers an extensive supply of Fraser, Noble, and Nordmann Fir varieties, as well as exclusive white snow flocked trees. Pike Nurseries’ trees receive exceptional care to maintain fragrance and freshness; all trees are fresh cut upon arrival before being placed in a stand with water to ensure they stay fresh and hydrated. Christmas trees are then kept in covered greenhouses that protect from the sun, wind and rain to prevent damage. Shoppers can sip apple cider while they inspect each tree from all sides; once they choose their favorite Pike Nurseries associates carry and load the tree for a convenient hands-off experience.

From **Friday, Dec. 2 – Sunday, Dec. 4**, customers can pick up a **Christmas Décor Kit** at any Pike location and **save $50** on holiday decorating! The kit includesany fresh cut tree six feet or taller; a fragrant, 24-inch mixed wreath; two six-inch red poinsettias and nine feet of fresh cedar garland. Pike Nurseries also offers **tree stands** free with a rebate. Customers can return the stand in January to receive an in-store credit for the original price.

Pike Nurseries offers five main criteria to consider when choosing the perfect Christmas tree:

* Shade – Customers should look for trees that are kept in a shady, protected area. Un-covered Christmas trees are exposed to the elements. Sun and wind will dry them out, while rain will speed up needle drop.
* Color – The tree should be a healthy green color. Brown needles are a sign that the tree is already drying out and may not last until Christmas morning.
* Uniformity – Customers should inspect the tree from all angles to ensure it is uniform in fullness. Any broken branches or holes could also diminish the tree’s appearance.
* Freshness – A cut tree will dry out very quickly if it does not stay hydrated. At Pike Nurseries, each Christmas tree receives a fresh cut on its trunk to ensure the pores are open and absorbing water. Trees are placed in water to retain moisture; a well-hydrated tree will stay fresh and last longer. Once the tree is placed in a home, Pike’s plant experts recommend checking the water bowl daily and adding tree preservative to the water for continued freshness.
* Flexibility – Pike experts suggest cupping a hand around an outer branch and gently running it along the length to ensure the needles hold fast and are flexible. The hand should come away relatively clean, with few needles lost. A tree with stiff, brittle needles is too dry and will turn brown quickly.

Pike Nurseries offers several types of trees to consider:

* Fraser Fir – The most popular, iconic Christmas trees, these highly fragrant beauties are classically pyramid-shaped with slightly upturned branches that have the perfect amount of durability for ornaments and decorations.
* Nordmann Fir – These evergreens have symmetrically arranged, strong branches with soft and shiny, medium-length green needles. They are famous for having no fragrance, making them the top choice for those with allergies.
* Noble Fir - Recognizable by their attractive blue-green hue and picturesque pyramidal shape with idyllic layered branches, Noble Firs are full and lush. Their strong branches are excellent for heavy ornaments.
* Flocked Christmas Trees— These festive trees are perfect for people who are dreaming of a white Christmas. Non-toxic flocking material is pet-and child-safe as well as flame retardant for a worry-free holiday. The material also seals in moisture and slows needle drop, maintaining the tree’s beauty longer without the need for water.

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

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