



downtown  
business  
association

**Media Advisory:**

Release Date: Thursday November 2, 2011

**The DBA's Giant Christmas Tree Arrives in Downtown Edmonton This Weekend!**

In the wee hours of Sunday November 6, a 65 foot (20 metres), White Spruce Tree will arrive in Downtown Edmonton after a long journey from Whitecourt. This striking tree, cut from a sustainably managed forest, will be the centerpiece of the Downtown Business Association's ***Christmas on the Square Holiday Light Up***, which takes place Saturday November 19, 3 to 6 pm in Churchill Square.

The tree, which has been donated by Millar Western Forest Products will arrive at approximately midnight this Saturday Night/Sunday Morning (November 5/6). Several roads in the City will be closed down to accommodate the 3000 kg tree on its flatbed truck. Upon its arrival at City Hall, crews from EPCOR will install the tree in the 20 x 20 foot concrete stand, built especially for the Downtown Business Association's annual holiday event. It's quite a sight to behold.

On Monday, November 7 and Tuesday, November 8, crews from EPCOR with assistance from CLG (The Christmas Light Guys) will decorate the tree with 10,000 LED lights, sparklers and snowglobes. Members of the media are invited to attend any or both of these events.

**Tree Arrival:**

**Date:** Saturday November 5/Sunday November 6

**Time:** Midnight (NB: Time is approximate)

**Location:** 102 A Avenue (in front of City Hall)

**Tree Decorating:**

**Date:** Monday, November 7

**Time:** 8:30 AM to 6PM

**Date:** Tuesday November 8

**Time:** 8:30 AM to Noon (or until work is completed)

**Location:** 102 A Avenue (in front of City Hall)

***The Christmas on the Square Holiday Light Up*** is an annual holiday tradition that draws more than 10 thousand people to Downtown Edmonton. The Downtown Business Association thanks its partners **Millar Western**, **EPCOR** and the **City of Edmonton** for their outstanding support

For interviews or more information, please contact Katherine Hoy;  
[khoy@edmontondowntown.com](mailto:khoy@edmontondowntown.com). Or call 780.426.8579, Weekend Cell: 780.318.200.

What follows is a list of FAQ's courtesy of Millar Western Forest Products.

## 2011 Tree of Lights Fact Sheet

### The Tree:

**Species** – white spruce

**Size** – height is approx. 85 feet (26 metres) standing in forest; once trimmed for installation and standing downtown, it is expected to be approx. 65 feet (20 metres) tall; estimated weight is 6600 lbs (3000 kg).

**Place of Origin** – Millar Western Forest Products Ltd. operating area near Whitecourt, about 200 km northwest of Edmonton.

**Sustainability** – The tree was cut from a sustainably managed forest, in which harvest rates never exceed the forest's ability to grow, and the forest is renewed using a combination of tree planting and natural regeneration. Millar Western plants an average of 3 seedlings to replace each conifer trees it harvests.

### The Event:

Millar Western is pleased to be providing, for the seventh consecutive year, the Tree of Lights for Edmonton's "Christmas on the Square Holiday Light Up," an event arranged by the Downtown Business Association and supported by the City of Edmonton, EPCOR, Millar Western and other sponsors. The tree will be erected in Churchill Square and serve as the centerpiece for Edmonton's winter holiday celebrations.

Felling, loading, hauling and installing a tree of this size is a major undertaking; Millar Western works with EPCOR, the Downtown Business Association and City of Edmonton to ensure the job will be done safely.

The tree will be harvested and wrapped by Millar Western forester Max Matthews and other company staff on Saturday, November 5, then loaded onto a specialized flatbed equipped with a crane, with Shawn Prokipchuk, of Ron Prokipchuk Trucking Ltd. of Whitecourt, serving as crane operator and truck driver.

To avoid traffic congestion, the loaded tractor-trailer unit will depart Whitecourt late at night, and arrive in Edmonton in the early hours of Sunday, November 6.

On arrival in Churchill Square, Max and Shawn will unload and lift the tree into its stand, ready for decorating by EPCOR for the "Christmas on the Square Holiday Light Up" event, November 19.

**Q & A:**

***Will another tree be planted to replace the one that was taken down?***

Yes. Millar Western plants an average of three trees for every conifer tree it harvests.

***Why cut down a tree when our forests are endangered?***

Canada's forests are not endangered. According to the United Nations, Canada's deforestation rate is zero. That is largely due to the fact that 93% of our forests are publicly owned, enabling governments to regulate the activities that take place on the forested land base.

Companies like Millar Western are required, by law, to manage Crown forests in a sustainable manner—that is, to harvest at a sustainable rate and ensure harvested areas are renewed through planting and natural regeneration. In addition, Millar Western's forest management activities are subject to extensive stakeholder consultation, and a comprehensive planning process that involves foresters, scientists and other experts in the protection of biodiversity, soil and water quality, wildlife habitat, recreation, commercial and traditional uses, and other forest values. Millar Western has also achieved certification under independently-audited, internationally recognized certification programs providing assurance of the sustainability of its forest management practices.

***What will happen to the tree when it is taken down?***

The tree will either be mulched by the City of Edmonton for use in landscaping projects or delivered to a log-home builder or sawmill for use. Timber delivered to Millar Western's sawmill in Whitecourt is converted into lumber for housing, wood chips for the manufacture of pulp and paper, and shavings for panelboard production, with the remaining wood residues transferred to a local power plant to fuel the generation of electricity.

***Why choose a natural tree that can only be used once over an artificial tree that is reusable?***

A natural tree may be the more environmentally sound choice. Trees are a renewable resource that can be recycled for further use as garden mulch. In Crown forests and commercial Christmas-tree operations, harvested trees are replaced, to ensure a steady supply. Artificial trees are made from energy-intensive, non-renewable products. Although re-usable for several years, they are often transported thousands of miles from over-seas factories and, once discarded, are not biodegradable.

***Can my family cut its own Christmas tree in the forest?***

Yes. Families can obtain permits to cut their own Christmas trees in the forest, from Alberta Sustainable Resource Development.

A TM66 form, available from local Sustainable Resource Development offices, provides legal authority to harvest trees in designated areas. The form, which costs \$5.00 and is valid for 30 days, allows individuals 3 to cut up to three Christmas trees. The same form can entitle people to remove up to 20 small trees for transplanting, or to harvest up to five cubic metres of wood for their own use.