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FOR IMMEDIATE RELEASE

Christmas SPIRIT Foundation Launches Online Charity Auction

(Chesterfield, Mo.) -- This holiday season, consumers will have the opportunity to bid on items ranging from tickets to sporting events to autographed merchandise, all while supporting a worthwhile cause. The Christmas SPIRIT Foundation, the 501(c)(3) charitable branch of the National Christmas Tree Association, will be hosting an online charity auction from Dec. 23, 2008 to Jan. 15, 2009, at www.charityfolks.com.

All funds raised through the auction will go to support the Foundation's mission of helping kids, families and the environment. Formed in 2005, the Christmas SPIRIT Foundation has raised money for growers affected by Hurricanes Katrina and Rita, provided age-appropriate books to underprivileged children and their families and supported the preservation of green spaces to help protect the environment.

The Foundation has also been recognized for its development of the Trees for Troops program, which has delivered more than 50,000 Real Christmas Trees to military families across the nation and around the world.

During the auction, consumers can go online to www.charityfolks.com to bid on items including: an autographed Brett Favre Green Bay Packers jersey, a set of four tickets to three different San Francisco Giants games, an autographed game issued Albert Pujols baseball bat, a weekend getaway to a cabin outside of Yellowstone National Park, an autographed A.J. Hawk Ohio State Jersey and an autographed Arnold Palmer golf shoe.

The direct Web site link for the CSF auction is: <http://www.charityfolks.com/christmasspirit>

About the Christmas Spirit Foundation

The Christmas SPIRIT Foundation – based in Chesterfield, Mo, is a 501(c)(3) not-for-profit foundation that advances the Christmas spirit for children, families and the environment. Trees for Troops is just one of its projects. For more details, go to www.ChristmasSpiritFoundation.org.

About the National Christmas Tree Association (NCTA)

NCTA is the professional organization representing nearly 5,000 farms and retailers engaged in growing and selling Real Christmas Trees to nearly 30 million consumers. Based in Chesterfield, Mo., NCTA's mission is to promote the use of Real Christmas Trees and support the industry that provides them. For more information, go to www.realchristmastrees.org.