



What you need to know to Adopt a Hwy 50 Holiday tree on **Christmas Tree Lane**

- ◆ **Date**—1st Monday in October
- ◆ **Time**— 9am
- ◆ **Location**—El Dorado County Chamber of Commerce
542 Main Street , Placerville—530.621.5885
- ◆ **Decoration Day**—The Saturday before Thanksgiving. Check-in is 8:30 to 11am. Trees that have not been claimed by 11am will given to someone on the waiting list.
- ◆ **Take Down Day**—All decoration must be removed January 6th.

Adoption Rules:

- ◆ You can reserve a tree in person or by calling in. *Due to immense popularity we will no longer accept reservations via email or phone message.*
- ◆ 1 tree adoption per person/family, business or organization.



Fun Facts

- 75 Christmas Trees were adopted in just one hour this year.
- Every tree is generously donated by El Dorado County Christmas Tree Growers.
- Ever wonder whose idea it was to put Christmas trees all along Highway 50 in downtown Placerville, a cheerful and uplifting sight that has warmed travelers' hearts since 1971? Robert Conrad.
- Why along Hwy 50 you might ask? Putting Christmas trees along the freeway would help out the growers exposure and give a lift to the town's backside—sprucing it up, as it were—at least for a few weeks each holiday season.
- In the beginning different folks volunteered to shut off the lights each night at 11pm as the chamber couldn't afford the timers to do the job.