



SOUTH BAY
ENVIRONMENTAL SERVICES CENTER

South Bay Cities Council of Governments

November 2014 SBESC E-Newsletter

Living Tree Features at Annual Holiday Light Exchange

South Bay Cities Council of Governments wants to thank The Living Christmas Company for loaning a living Christmas tree to kick off our Annual Holiday Light Exchange! Scotty Claus aka Scott Martin and all his merry helpers helped to ensure that the SBCCOG's message of a sustainable holiday season can be promoted not only through changing out old energy guzzling lights for LED holiday lights but to provide a living example to prompt people to think about a different way to experience a Christmas tree without adding to our landfills.

Committed to *changing the way that California celebrates Christmas*, [The Living Christmas Company](#), a local South Bay business, delivers live, potted Christmas Tree Rentals and eco-friendly decorations. After the holidays, the company picks up the trees and nurtures them until the next year.

The company's most popular tree year-after-year is the **Blue Spruce**. Not only does this tree hold ornaments the best, the Blue Spruce also is the most **drought-tolerant**. This variety is often sold out by the first week of December.

The website also features "**The Island of Misfit Trees**". These "Misfit" trees can have a slight lean or a pronounced bald spot and are offered at nearly **50% off** the premium selection.

NEW IN 2014: The Living Christmas Co. **expands delivery** throughout parts of **San Francisco** and the **East Bay**, reaching customers from San Francisco, Marin County and Oakland to Berkeley, Castro Valley, and Emeryville, just to name a few cities.

In addition, The Living Christmas Co. signed new and expanded partnerships with Whole Foods Market, Dealer.com and Anchor Brewing Co. Starting in November, The Living Christmas Co. will provide its signature live, potted Christmas trees as part of the display to promote **Anchor Brewing Company's** annual **Christmas Ale** at more than 100 locations across California including nearly every Whole Foods Market.

Dealer.com is once again a key sponsor in helping put 100 trees on the Manhattan Beach Pier during the City's 25th annual Pier Lighting Ceremony and will be outfitting several dealerships throughout Southern California with living trees.

Most importantly, the living trees have been **approved as Fire-Safe** for homes and businesses by various local Fire Marshals:

"This idea of **the use of a Living Tree has many benefits** over the use of a fresh cut tree or artificial tree as long as the tree is living. The lower risk of a fire in a Living Tree is far less than in a fresh cut tree even when treated with a fire resistive solution."

-- The Southern Marin Fire Protection District

To learn more about this unique concept, visit www.TheLivingChristmasCompany.com.