



**RELEASE AT WILL**

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**THE LIVING CHRISTMAS COMPANY**  
**FACT SHEET**

**OVERVIEW:**

The Living Christmas Company is committed to *changing the way California celebrates Christmas*, one environmentally-friendly Christmas tree at a time. This change begins with providing living Christmas trees that are rented for the holiday season and returned to the nursery at the season's end. With user-friendly web services, customers can select their tree to be delivered and picked up directly to and from their homes and businesses. The company offers the highest quality locally-grown, local varieties of living Christmas trees for rent as an environmentally conscious and convenient alternative to traditional cut or artificial trees.

A socially conscious business, The Living Christmas Company was founded by Scott Martin, aka "Scotty Claus" whose vision first came to him the year he spent his Christmas vacation delivering trees for a local nursery. Scotty Claus enjoyed seeing the joy on people's faces when the trees were delivered to homes but was saddened at seeing the same trees discarded in the weeks following Christmas.

**ADDRESS:**

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(more)

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Email: [santa@thelivingchristmascompany.com](mailto:santa@thelivingchristmascompany.com)

**WEB SITE:** [www.livingchristmas.com](http://www.livingchristmas.com)

**FOUNDED:** Spring 2008

**MISSION:** To change the way California celebrates Christmas

**LIVE CHRISTMAS TREE  
RENTAL PROGRAM:**

The Living Christmas Company is dedicated to providing sustainable and regenerative solutions for an eco-friendly Christmas. With online services to schedule delivery and pick up at customers' doors, the process of choosing a tree is both simple and personalized to the customers' needs.

The Living Christmas Company offers five varieties of trees that can be rented. The Monterey Pine, Aleppo Pine, Little Sequoia, Leylandi Cypress and Blue Cedar are all available for rental. Most trees are locally grown and specially selected for its fullness and ability to tolerate the transition in and out of the home.

Tree pricing includes delivery and pick up from customers' houses. Prices vary based on size of tree.

**DELIVERY  
LOCATIONS:**

The Living Christmas Company delivers to locations as far south as Long Beach and north to the Pacific Palisades. Their delivery route includes the cities of Redondo Beach, Hermosa Beach, Manhattan Beach, Torrance, El Segundo, Harbor City, Hawthorne, San Pedro, Palos Verdes, Torrance, Gardena, Lomita, the Rolling Hills Estates, West Los Angeles, West Hollywood and Brentwood.

**ADDITIONAL  
PRODUCTS:**

The Living Christmas Company also offers eco-friendly and Fair Trade ornaments and decorations including energy-efficient LED lights, fair trade tree skirts and ornaments from local artisans. The ecologically sensitive holiday products can be ordered online.

**ENVIRONMENTAL  
INITIATIVES:**

1. Raising Awareness: The Living Christmas Company is challenging the public to re-evaluate their practices by offering a dynamic alternative to artificial and cut Christmas trees.
2. In-Home Safety and Air Quality: Living trees are less flammable than both cut trees and polyvinyl, fake trees. Santa

Monica Fire Marshall Jim Glew has enthusiastically endorsed the safety benefits of celebrating with a live tree.

Living trees actually benefit air quality. Polyvinyl trees on the other hand, have been known to emit harmful chemicals into the air and have been found to contain lead dust.

3. Local Varieties, Locally Grown: The Living Christmas Company selects trees that can be grown locally. By selecting trees grown in the communities where they will be rented, The Living Christmas Company reduces the need for water, labor, pesticides and heavy fertilizers once the tree is planted. This also increases the success rate of the trees' transition into and out of the home.

4. Locally Delivered: Unlike cut trees from Oregon or artificial trees from China, most all of the trees grown and delivered within the Southern California area. Online ordering further reduces the carbon footprint, allowing optimized delivery routes in the company's clean burning bio Diesel trucks.

5. Urban Infill: Trees are potted and can be grown over any flat surface, including abandoned parking lots and brownfields. In the off-season, trees still work to reduce visual blight and heat sinks, removing up to a ton of carbon from the atmosphere, and producing enough oxygen for 16 people per acre.

6. Urban Forestry: Every year, The Living Christmas Company has hundreds of trees that are either unfit or too large for renting. These trees become part of an Urban Reforestation Project earning Carbon Tax Credits and increasing property values while battling global warming, improving air quality and storm water run-off.

7. Landfill Diversion: Up to 80% of green waste still ends up in the landfill as daily cover. Cities are required to reduce their amount of landfill refuge and report on specific programs to meet these goals. Every tree rented is another tree that doesn't need to be collected and disposed of- saving the county thousands annually.

7. Acting Globally and Locally: Our aggressive **community outreach** programs have allowed us to partner and fundraise alongside charitable foundations. We are able to donate trees to needy families and partner with nearly 50 local non-profits.

Expanding our definition of a *living Christmas*, we have added **eco-conscious** and **Fair Trade** products and ornaments to our website. These products support women's programs in India, Tibetan refugees in Nepal, and support the green industry locally.

**PARTNERSHIP  
OPPORTUNITIES:**

Each year, The Living Christmas Company works closely to help local non-profit organizations meet their fundraising goals. When members of the non-profit rent their living trees from the company, a percent of proceeds are donated to the organization. Members also receive a discount on the rental.

TLC Co. also donates trees and delivery service to selected local non-profit organizations. The service may be used in any way that will best benefit the group, such as donating to a needy family or using it as a raffle prize to enhance fundraising efforts.

Giving is at the heart of The Living Christmas Company. In 2008, the company formed **The Living Christmas Foundation**, a 501(c)3 corporation, to support and attract individuals who wanted to give the gift of a *Living Christmas*.

**COMMUNITY  
INVOLVEMENT:**

The Living Christmas Company's philanthropic efforts are rooted in the belief that strong community partnerships build strong businesses; and strong businesses build strong communities. The Living Christmas Company also offers education, employment and business opportunities beyond the holiday season to members of the community.

Some examples of partnerships and programs include:

Torrance Memorial Hospital: Each year, the Living Christmas Company donates living trees to the Torrance Memorial Hospital's Holiday Festival. The trees are decorated by designers and auctioned at the annual festival dinner fundraiser.

Green Ambassadors: A project of Environmental Charter High School, Green Ambassadors is an environmental education program that empowers youth to be agents of change in their communities and world. Through service learning, community partnerships, and cross-cultural and global exchange, the program fosters personal growth and leadership skills to help youth tackle the most critical environmental issues facing our planet. The Living Christmas Company's provide educational internships and environmental teaching support materials to this and similar programs.

Walk with Sally: Trees are donated as raffle prizes for the South Bay-based non-profit organization that provides mentorship programs to children whose parents or siblings are fighting or have died from cancer.

Seniors Helping Seniors: Using Living Christmas Company trees, the company recently partnered with Seniors Helping Seniors to help High School Seniors design and constructs a garden at local Peninsula Senior Center in Palos Verdes.

Lemon-Aid: In 2008, Lemon-Aid launched their Giving Tree Project that seeks to fulfill the Christmas wishes of disadvantaged children at foster home called 5 Acres. Many of these children have never received a Christmas gift or experienced the delight of having a Christmas tree in the home. TLC Co provided the trees for gift collection centers throughout Los Angeles.

**OWNERSHIP AND  
MANAGEMENT:**

Scott Martin, Founder and CEO  
Michelle Alessi, Community Outreach and President of The Foundation  
Lisa Manterfield, Public Relations and Marketing Director  
Bruce Bernard, Finance Director  
Sperka International, Web Designer

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9/22/09



## BACKGROUNDER

The Living Christmas Company's mission "**to change the way California celebrates Christmas**" was born the year that Scott Martin, aka Scotty Claus, spent his Christmas vacation delivering Christmas trees for a local nursery. Gleefully singing Christmas carols in his Santa hat, Scotty Claus was amazed at the sheer magic and merriment created by the simple act of bringing a Christmas tree into the house. The tree delivery always seemed to signal that Christmas in the home had truly begun.

After delivering this intense joy and holiday cheer just weeks earlier, Scotty Claus experienced the contrasting sadness in seeing the same tree discarded on the curb in the weeks following Christmas. How could it be that a tree that symbolized hope, joy and new life just weeks earlier could be so easily abandoned? It was from this experience, that the idea for **The Living Christmas Company** was born.

Founded in 2008 as a local service throughout the South Bay community in California, the Living Christmas Company has pioneered the movement towards eco-friendly holiday celebrations. Offering the highest quality locally-grown, local varieties of living Christmas trees, the Living Christmas Company allows businesses, organizations and families to rent a Christmas tree for the holiday season. Customers are able to log online, select their preferred type and size of tree, schedule delivery and pick up and purchase ecologically sensitive ornaments and Fair Trade decorations.

Through its tree-rental program, the Living Christmas Company is offering holiday traditions that are not only sustainable, but regenerative in their contributions to the environment and community. The service provides an environmentally conscious and convenient alternative to traditional cut or artificial trees. After the Christmas season, the trees are then returned to the nursery, repotted into larger containers and maintained until the next season. If, at any point, the tree becomes too large or unusable as Christmas trees, the tree is planted in the local community or nearby forests through an Urban Reforestation Project.

At the heart of the Living Christmas Company is a commitment to the communities that the company serves: "The Living Christmas Company believes that strong community partnerships build strong businesses and that strong businesses build strong communities." Through supporting local charitable organizations including the Torrance Memorial Hospital, Walk With Sally, Seniors Helping Seniors and Lemon-Aid, the Living Christmas Company operates on the belief that "kindness never goes out of season."

Since its founding, the Living Christmas Company has expanded its rental program to include Pacific Palisades, West Hollywood and Santa Monica. As the company continues to expand, it hopes to provide tree-rental services to environmentally conscious people across the nation, **changing the way the world celebrates Christmas.**

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## **Founder, Jolly Ol' Soul, and CEO of The Living Christmas Company, Scott "Scotty Claus" Martin**

Scott Martin first had his vision for The Living Christmas Company while delivering Christmas trees for Bob's Nursery in Manhattan Beach. In 2008, he launched his mission to "change the way California celebrates Christmas" by offering living tree rental in the South Bay region of Los Angeles. His vision was to redefine holiday traditions to include sustainable and regenerative solutions that can be passed down to future generations.

At age 15, "Scotty Claus" began his career working at South Bay Gardens plant nursery in Redondo Beach, Calif. and coordinating small-scale landscape design projects. Just two years later, Scott became one of the youngest California Certified Nursery Professionals. He received his degree in Landscape Architecture from Cal Poly Pomona, with a minor in Regenerative Studies and Sustainable Development. He was awarded scholarships to study Architecture at one of Japan's prestigious national universities, Kyushu Daigaku and the Santa Chiara Center outside of Florence, Italy. Consequently, Scott is fluent in Japanese, Italian, Spanish, and English. When asked why he speaks so many languages, his answer is simple: "Because I'm Santa."

As Scotty Claus, Scott is the driving force behind the Living Christmas Company and the year-round keeper of the Christmas spirit. With his trademark Santa hat he can be found bringing holiday cheer to the Los Angeles and South Bay communities in his clean-burning bio-diesel truck. "I'm consistently amazed at the magic and merriment created by the simple act of bringing a Christmas tree into the house," he says. "That joy is multiplied when the tree is living and will go on bringing joy for years to come."

Scott is an active member of the South Bay community. In addition to serving as the principal at Martin Design Associates, he served on the Board of Directors of Environmental Charter High School in Lawndale for six years and now spends his "free time" volunteering as a certified mediator for Centinela Youth Services and the Los Angeles County Bar Association (LACBA) Community Dispute Resolution Services.



## **Vice President of The Living Christmas Company, Michelle “Jingle Bella” Alessi**

A founding member of The Living Christmas Company, Michelle Alessi (Jingle Bella) guides the business direction of the company. She manages all corporate outreach, from forming nonprofit partnerships to overseeing corporate sales and sponsorships.

Michelle is the bearer of holiday spirit, reminding the team that giving is at the heart of a *Living Christmas*. With seemingly endless energy, Michelle volunteers at a number of different Non-Profit Organizations. She takes great pride in the company’s mission. “This is a company that I can wholeheartedly support from a personal standpoint,” says Michelle. “It’s inspiring to see the excitement in someone’s eyes when I explain what it is we do.”

With a degree in Business Administration from Loyola Marymount, Michelle Alessi brings more than 20 years of business and finance experience to The Living Christmas Company. She has assisted in the start-up of several small businesses and, for the past 10 years, has operated a successful business in commercial and residential real estate financing. She is currently the founder and Co-Chair of the Palos Verdes Los Hermanos Green Group and the founder of the Rolling Hills Chapter Leads Club. With her cosmetology license in hand, one of her favorite and new Christmas traditions is turning Scotty Claus’ beard platinum for the holiday season.



## **Public Relations Advisor, Lisa “P.R. Blitzzen” Manterfield**

The voice of The Living Christmas Company, Lisa Manterfield directs the company’s Public Relations plan and media outreach. Lisa is responsible for communicating the company’s unique services and goals to the California communities. A freelance writer for a number of prestigious publications including the *Los Angeles Times Magazine*, she is a creative writing maven.

Lisa is known by her colleagues at The Living Christmas Company as the “Reindeer of Many Words.” The voice behind the message, she rarely finds herself tongue-tied when articulating the goals of the company. “I love the energy and enthusiasm of The Living Christmas team,” says Lisa. “We truly believe that we can change the way California celebrates Christmas, and I see it happening already—one living tree at a time.”

Lisa is the former Director of Marketing for Hawthorne Savings and Commercial Capital Bank. She holds a Masters degree in Earthquake Engineering and Structural Dynamics from Imperial College in London and is a graduate of the UCLA Extension Writers’ Program. Lisa enjoys giving back to the community in her free time, most notably in her role as Head Mentor of the Young Storyteller’s Foundation, a program that teaches creative writing to fourth and fifth grade children.



**FOR IMMEDIATE RELEASE**

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**DECK THE HALLS WITH LIVING CHRISTMAS TREES!  
LOCAL ECO-MINDED BUSINESS INTRODUCES LOS ANGELES TO NEW  
HOLIDAY TRADITION: RENT A LIVING TREE**

*The Living Christmas Company Officially Launches in Los Angeles with New Website;  
Announces Christmas Tree Rental Program and New Line of Sustainable Holiday Decorations*

**REDONDO BEACH, CALIF.** (Oct. 20, 2009) – On the heels of a successful 2008 trial launch in the South Bay community, **The Living Christmas Company** officially launches today and debuts a new website offering the highest quality locally-grown, local varieties of **living Christmas trees for rent** – *an alternative to traditional cut or artificial trees* – as well as new ecologically sensitive ornaments and Fair Trade decorations for Southern Californians who want to enjoy an eco-friendly holiday season: [www.LivingChristmas.com](http://www.LivingChristmas.com)

According to the County Sanitation Districts of Los Angeles, up to 80 percent of trees recycled in Los Angeles County end up in landfills as daily cover – every tree rented is one less discarded tree, potentially saving the county thousands of dollars annually. In 2008, The Living Christmas Company survey found that 88 percent were unfamiliar with the concept of renting living trees.

“The response we received last year was overwhelming. We sold out of large trees immediately,” said Scott Martin, founder and CEO. “This year we have expanded our delivery area to cover more of Los Angeles, so more people can share in the joy of a living tree.”

The rental program allows customers to log online, select their preferred type and size of live tree, purchase sustainable decorations and schedule delivery and return pick-up from their home or business. After three weeks, The Living Christmas Company picks up the living tree, returns it to the nursery and maintains it until the next season. Prices are comparable to having a traditional cut tree delivered to your home, and range between \$85 and \$185 with delivery included.

**Why rent a live Christmas tree?**

- **Safety:** Living trees are good alternatives because they are less flammable than either cut trees or polyvinyl artificial trees and improve indoor air quality.

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- **Convenience:** Easy online ordering and in-home delivering make renting a tree one of the simplest holiday shopping tasks.
- **Environmentally Conscious:** There are numerous environmental reasons to rent a tree, not least of all is that the trees are grown in your own community!
- **Christmas Spirit:** A live tree adds a new dimension to an old tradition. You can name your tree, and request the same tree year after year. You can watch your children grow alongside your tree!

The company will offer rental delivery and pick-up service to surrounding Los Angeles cities including Pacific Palisades, Santa Monica and West Hollywood. Bio-diesel fuel trucks are used for the local delivery service from The Living Christmas Company's local nurseries. In 2009, the company is set to be the largest Christmas tree rental company in the United States, along with being the first to rent, own and grow its own living trees at local nurseries.

Founded by Southern California native Scott Martin, aka "Scotty Claus," the idea for the company was created after he spent a Christmas vacation delivering trees for a local nursery. Scotty Claus, whose background is in landscape architecture and is a California Certified Nursery Professional, enjoyed seeing the joy on people's faces when the trees were delivered to homes but was saddened at seeing the same trees discarded in the weeks following Christmas.

"Our mission to redefine the way California celebrates the holidays goes beyond just saving a tree – we are working to create sustainable and regenerative solutions that we can pass down to future generations," said Scott Martin, founder and CEO. "The general public is increasingly considering the source, process and disposal of products they purchase – and we are challenging them to re-evaluate and re-shape their traditions, one tree at a time."

To download images, please visit: <http://www.flickr.com/photos/livingchristmasco/>

For corporate sponsorships or non-profit partnerships, please contact: Michelle Alessi "Jingle Bella", (310) 344-TREE (8-7-3-3)

## **ABOUT THE LIVING CHRISTMAS COMPANY**

Founded in 2008, The Living Christmas Company, a socially conscious-based business headquartered in Redondo Beach, Calif., introduces a new concept of celebrating the holidays: Renting the highest quality local varieties of living Christmas trees as an environmentally conscious alternative to traditional cut or artificial trees. The company also supports the local community through The Living Christmas Foundation, a 501c3 corporation, to help non-profit organizations and groups through several philanthropic programs, social programs and environmental initiatives. For more information, visit [www.LivingChristmas.com](http://www.LivingChristmas.com)

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