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FOR IMMEDIATE RELEASE

**Bentonville Community Christmas Tree planned for Lawrence Plaza**  
Citizens able to Purchase Ornaments to Memorialize or Honor Loved Ones

**Bentonville, AR**-November 4, 2010...The Bentonville Parks and Recreation Department is partnering with the Bentonville Convention and Visitors Bureau to host the 2010 Bentonville Community Christmas Tree. The 24 foot tall juniper will proudly stand at Lawrence Plaza, Bentonville's new ice rink and splash park. A special Lighting of the Tree will be held in conjunction with the annual Lighting of the Square on November 20, 2010. At approximately 6:45p.m. the switch will flip and hundreds of twinkling lights will illuminate the community tree.

An exciting feature of the Community Christmas Tree is that the public has the opportunity to decorate the tree. Wreath-like ornaments are available for purchase, and citizens are able to designate the ornament in honor or memory of a loved one. "We could have simply placed a decorated tree at Lawrence Plaza," said Kalene Griffith, president of the Bentonville Convention and Visitors Bureau, "but by allowing the community to decorate the tree, we are engaging the public and allowing the citizens of Bentonville to make the tree their very own."

David Wright, director of the Bentonville Parks and Recreation Department added, "It's something special that we can give back to the community. Lawrence Plaza is going to be a special place for many during the holidays, and by having people come together to decorate the tree really drives home that sense of community that the people of Bentonville know and love."

Ornaments can be purchased online at [www.bentonville.org](http://www.bentonville.org) or at any B La Rue location. Once ornaments are purchased, they will be ordered and placed on the tree in time for the Lighting of the Tree on November 20<sup>th</sup>. The tree will stand at the plaza from November 20<sup>th</sup> until after the first of the New Year. All memorials and honors will be listed on a banner that will be displayed at Lawrence Plaza by the community tree. The cost of each ornament is \$15.00, and the ornaments can be picked up after the holiday season at B La Rue on the downtown square. The money raised from the sale of the ornaments will go to park improvements.

For more information contact Ronnie Calva at [rcalva@bentonvillear.com](mailto:rcalva@bentonvillear.com).

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