



**United Way
of Westchester and Putnam** PRESS RELEASE

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FOR IMMEDIATE RELEASE:

United Way and American Christmas: Nominate a Westchester Families for Christmas Tree Giveaway

Do you know a family who needs help celebrating the holidays? Nominations Due October 8

White Plains, New York – September 23, 2021 - United Way of Westchester and Putnam (United Way) and American Christmas want to make the upcoming holiday season exceptionally festive for struggling families in Westchester. They are teaming up to give artificial Christmas trees, complete with lights and ornaments provided by American Christmas, to 15 families nominated by nonprofits and selected by United Way. United Way is looking for non-profit organizations to nominate families who have struggled this year and for whom the reception of a tree would make this Christmas exceptionally festive.

Nominations are due by October 8. Nonprofit organizations can submit nominations via a form on United Way of Westchester and Putnam's website at uwwp.org/american-christmas-nomination. The United Way will select 15 families from those nominated. Awardees will be announced in early October.

Families who are nominated and selected will be invited to American Christmas' new storefront, at their headquarters in Mount Vernon, in early November, where they will be able to decorate their new lighted tree with a selection of ornaments provided by American Christmas. Selected families will also tour through American Christmas' spectacular showroom and receive free tickets to a Christmas light display, produced by American Christmas, North Salem, New York.

American Christmas has been providing local communities with beautiful Christmas displays for over 30 years. American Christmas provides displays and lights for many events, most notably the Radio City Music Hall Christmas Spectacular.

United Way is looking for nominees from Westchester communities whom the nominating nonprofit organization thinks are most deserving of the gift. The only requirement is that receiving families can store the tree to be reused for several Christmases.

Tom Gabriel, CEO of United Way of Westchester and Putnam, said, “We are so excited to be partnering with American Christmas on this new initiative. With 40 percent of our neighbors living paycheck to paycheck or in poverty, we hope that by providing some extra Christmas spirit this year, we can give a little hope to those who may need it.”

American Christmas’ CEO Dan Casterella put together these events to give back to the local community that helped grow his company.

"Mount Vernon and the surrounding communities have been through a lot in the last two years. I just wanted to be able to give back to a few families to spark some Christmas joy back into this season," said Casterella.

About American Christmas

American Christmas is uniquely qualified to drive your holiday project from concept to installation. Every step of the way, we exceed expectations. We offer turn-key services and exceptional communication, which gives our clients confidence in our ability to help them succeed.

As leaders in the holiday decorating industry since 1968, our vast knowledge of materials and keen understanding of what is necessary for successful execution is the cornerstone of the process—yet our experience is constantly inspired by innovation and reinvention of tradition.

About United Way of Westchester and Putnam

United, we change lives. The United Way of Westchester and Putnam is an anti-poverty organization that supports education, income and health initiatives to help residents become self-sufficient. These include the 2-1-1 helpline, early literacy programming for preschoolers, job skills training and financial empowerment for adults, as well as access to health services for all.

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