

FESTIVAL OF TREES

CELEBRATING 50 YEARS

BENEFITING

Intermountain
Primary Children's Hospital

PRESENTING SPONSOR 

Each year, holiday magic abounds at the Festival of Trees, while raising funds for Intermountain Healthcare's Primary Children's Hospital. Proceeds from the festival serve the nearly **100,000 patients** the hospital treats each year from across the Intermountain West – Utah, Nevada, Idaho, Montana, Wyoming and beyond. Since its inception, the festival has raised nearly **\$40 million** for the hospital, highlighting the true power of this event and the generosity of our community.

HOW IT ALL BEGAN

The Festival of Trees was inspired 50 years ago by the Women's Endowment Committee – a group of 15, led by Betty Wells – that was challenged to raise funds for the hospital.

The Festival was conceived after Co-Chair Ruth Flint vacationed in Hawaii and attended a Christmas boutique with decorated Christmas trees,

centerpieces, and other holiday decorations. The committee expanded the concept to include full-sized decorated Christmas trees, a gift boutique, and sweet shop.

That first year, there were approximately 60 trees for display at the old Armory, raising **\$47,000!**

FESTIVAL OF TREES THROUGHOUT THE YEARS



FESTIVAL OF TREES TODAY

Today, the Festival has 8 donation categories:

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Large Trees | 
Wreaths | 
Small Trees | 
Play Houses |
| 
Gingerbread | 
Quilts | 
Centerpieces | 
Nativity Sets |

Last year's festival attracted about **100,000 visitors** and raised about **\$2.6 million** for Primary Children's.

This year's festival will be reimagined due to COVID-19. The trees will be displayed at the Vivint Arena, thanks to the generosity of the Miller Family Foundation, and the silent auction and stores will become virtual. A livestream broadcast event also will premiere. [Visit the website](#) to see what's new this year and sign up for updates.