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**

- **1970/1971**: The Festival of Trees is born
- **1975**: Small trees are added to the auction
- **1977**: Small trees are added to the auction
- **1988**: Santa Land opens
- **1995**: The festival raises $1 million for the first time
- **2001**: The festival moves to the Mountain America Expo Center to accommodate its growing size
- **2015**: The festival raises $2 million for the first time
- **2020**: The festival moves to Vivint Arena and is reimagined

**FESTIVAL OF TREES TODAY**

**Today, the Festival has 8 donation categories:**

- 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.