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For Immediate Release

**Locally owned business, Peppermint Forest Christmas Shop,
presents its 34th Season of Christmas Magic!**

CHARLOTTE, NC - (November 14, 2013)

For thirty four Christmas seasons a locally owned business, Peppermint Forest Christmas Shop, has been presenting a unique holiday shopping experience, and 2013 is more magical than ever. The store's catchy marketing jingle, "Christmas Magic, Peppermint Forest Christmas Shop", is often the tune that marks the beginning of the holiday season for Charlotte area residents. Shoppers will discover a wonderland of fifty elaborately decorated trees filled with thousands of gorgeous ornaments, opulent ribbon and lush holiday floral items. The displays offer endless decorating ideas and products to inspire the store's visitors. Peppermint Forest prides itself on having fashion forward Christmas décor as well as traditional themes presented in fresh, new ways. Enchanting Christmas villages, nativities, carolers, Santas, snowmen and unique gifts will charm both young and old. The holiday experience can be further enjoyed with samplings of mulled cider, pecans, other recipes made with Raven's Nest gourmet products.

Peppermint Forest is also known for its famous "forest ", displaying 150 artificial trees. "We take the guess work out of choosing a tree," says Wally Kooiman, tree designer and buyer for the store. "Things can look very different online or in a catalog than they do in real life. In our forest, customers can see and feel the realism, color and texture of the needles, the strength of the branches, and the actual height and width of the Christmas trees." Every day the forest is staffed with people who can guide customers to a tree that suits their space, taste and budget. All trees are in stock at the store so the customer can pick out their tree, take it home, and decorate it the same day.

In 2007 Peppermint Forest trademarked its own brand of pre-lit artificial trees, calling them **WonderLit™**. The microchip technology in the light sets makes them so reliable that Peppermint Forest confidently includes a 10 year warranty on the tree AND the lights. The styles, colors and profiles of the trees are designed by Peppermint Forest and the end result is a selection of trees that is second to none. These artificial Christmas trees are extremely reliable, convenient, and gorgeous and are offered only by Peppermint Forest Christmas Shop. In 2013, for the first time, individual **WonderLit™** light sets are being offered, as well as **WonderLit™** wreaths and garland. Peppermint Forest also offers other pre-lit trees with premium, traditional incandescent lights, energy-saving L.E.D. lights, as well as un-lit trees.

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As a locally owned family business, Peppermint Forest supports the Charlotte community during the Christmas season by partnering with the Salvation Army on its Angel Tree project. Visitors to the store can adopt a child by choosing an angel from the Angel Tree in the store, and Peppermint Forest is also a drop off point for Angel Tree gift donations. Peppermint Forest also supports the arts community by being a sponsor for Potters Market Invitational at the Mint Museum, and by working with the Charlotte Symphony Guild on its Festival of Trees at Christmas time - providing the basic artificial trees that designers use to create their one of a kind designs. This year Danita Treiber, from Peppermint Forest, has decorated a tree for the event which she calls "Southern Urban Elegance."

The Peppermint Forest is also proud to provide decorated Christmas trees in the lobbies of the Belk Theater and Booth Playhouse in the Blumenthal Performing Arts Center, and in the lobby the Knight Theater at Levine Center for the Arts in uptown Charlotte. Patrons of the shows and passersby on Tryon Street will enjoy the elaborate decorations during the holiday season.

A visit to the Peppermint Forest is a holiday tradition for shoppers throughout the Carolinas and beyond, earning prestigious recognition as an official North Carolina tourist attraction by the N.C. Department of Tourism. The retail store, which shares its location seasonally with Oasis Pools Plus Outdoor Living Showplace, is open each year from October through January.

This must-see attraction that tops the Christmas "to-do" list has plenty of convenient parking at its 35,000 square foot freestanding store down the street from Carolina Place Mall. Store hours are 10 a.m. to 8:30 p.m. Monday through Saturday, and 1 p.m. to 6 p.m. on Sundays.

Peppermint Forest Christmas Shop is located at 11729 Carolina Place Parkway in Pineville, a south Charlotte suburb. It is active on social media sites Facebook, Instagram, Twitter and Pinterest. Call 704-542-5300 or 1-800-909-NOEL and visit www.peppermintforest.com for more information.

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