

FOR IMMEDIATE RELEASE:

Local Farm Offers More Than Just Trees and Family Fun for the Holiday Season

Los Gatos, Santa Clara County, CA - (October 29, 2010) - After donating so many Christmas trees to local nonprofits and schools each holiday season, it's a wonder that Patchen California Christmas Tree Farm has any left to sell to the general public.

"At a school event here many years ago a little boy came up and grabbed my leg and wouldn't let go," said Jim Beck owner and founder of Patchen California. "He asked if he could come live with me. I told him I would love to have him, but that his parents would be very sad. Later, I learned that the young boy's mother was in jail and his father was nowhere to be found, so he lived with his grandmother. That renewed my commitment to use this farm to help these kids."

Considering the list of organizations he donates to is almost as long as Santa Claus' naughty and nice list, that's just what Beck and his staff do. Some of the establishments who have received trees include the City Team Ministries, South Hills Community Church, Cupertino Community Services, American Legion, Hospice of the Valley, Lincoln High School, Corinthian House, Boy Scouts, Packard Children's Hospital, Cambrian Center, JobTrain, and Loaves and Fishes.

Patchen California is also available for field trips by area schools and for the past 16 consecutive years, in a partnership with Colliers International, it has hosted the second graders from Trace Elementary. That is also the time, Beck says, that he gives away more than 100 trees to low-income families.

With donations that substantial, it's good to know that between his two locations, Beck has roughly 30,000 trees planted. Which makes the "choose-and-cut tree ranch" not only the perfect place to find an ideal tree, but also a great location to spend the afternoon.

"We don't just offer Christmas trees here, we offer a great family get-away," said Beck. "Here you get to walk around in the beautiful mountains and breathe the clean mountain air as you find the perfect tree. Families can bring a picnic, a bottle of wine, and just hang out as the kids skip rocks in the pond."

That is exactly why families return each year to the hidden little gem of a tree farm that has been in operation for 41 years in the Santa Cruz Mountains. The other reason, added Beck, is that through word of mouth, folks know about his charity work.

"It's quite flattering, to be honest. Many folks come up to me and say the only reason they're here purchasing a tree is because of what we do for charity. I don't even need to bring it up, they tell me that," said a smiling Beck.

Patchen California Tree Farm is located on Old Santa Cruz Highway, just a quick, scenic drive from the South Bay, Morgan Hill, Scotts Valley, and Santa Cruz areas. It is open from 7 am – 7 pm (under lights) Thanksgiving day through Christmas Eve.

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