

FOR IMMEDIATE RELEASE

## Virtual CCHS ‘Parade of Trees’ Returns

NORWICH, N.Y. – The Chenango County Historical Society (CCHS) invites all community members to experience the wonder of the season with the 2021 Virtual “Parade of Trees” from Dec. 6 through Jan. 6, 2022.

In 2019, CCHS added a unique twist to its annual “Parade of Trees,” transitioning the event into a “People’s Choice” contest. Last year, in response to the ongoing public health crisis, the “Parade of Trees” went virtual, which provided an opportunity for much greater community interaction.

During the “Parade of Trees,” local charitable organizations decorate evergreen trees highlighting the culture, history, and heritage of Chenango County. Over the past two years, this approach has generated renewed interest in a beloved holiday tradition, while simultaneously supporting CCHS and two other local organizations – White Store Church and Evergreen Cemetery, and the American Legion Auxiliary Unit 189 – the organizations behind the winning trees in 2019 and 2020, respectfully.

Just like last year, virtual visitors will be able to vote for their favorite decorated tree by making a donation to that organization’s corresponding “Team Page” as part of an online fundraising campaign. Whichever organization’s page accumulates the greatest total by the conclusion of the campaign will be deemed the winner. The winning tree campaign’s earnings will be split evenly between the organization and CCHS. (Donations from all other tree pages will go to support the mission of CCHS.)

“Our ‘Parade of Trees’ has become a highlight of the holiday season at CCHS,” said Joseph Fryc, operations manager. “Continuing the tradition virtually allows an unlimited number of local organizations to participate, and we look forward to seeing all of the creative decorations displayed in celebration of our unique community heritage.”

Charitable organizations in Chenango County that would like to participate in this year’s virtual “Parade of Trees” should visit [www.chenangohistorical.org/events](http://www.chenangohistorical.org/events) to register. Call (607) 334-9227 or email [Operations@ChenangoHistorical.org](mailto:Operations@ChenangoHistorical.org) for more information.

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**Caption:** Last year’s winner of the virtual “Parade of Trees” was the American Legion Auxiliary Unit 189. The Chenango County Historical Society (CCHS) will again host this beloved holiday tradition as a virtual event this year.

**About CCHS:** The mission of the Chenango County Historical Society and Museum is to lead and support the advancement of research, education, and enjoyment of Chenango County history.