

Michelin Drives the Holidays Home

NewsUSA



MICHELIN DRIVES THE HOLIDAYS HOME
#KEEPTHANKSMOVING



MAKING THE HOLIDAYS MEMORABLE TAKES A LOT OF PEOPLE WHO COVER A LOT OF MILES.

Landscapers, farmers, truckers, municipal employees, pet groomers, package delivery personnel, volunteers, petroleum employees and so many others are responsible for driving the holidays home, including moms, dads and Santa, of course. But these people operate vehicles — not sleighs — in order to get this important work done so all of us can make new memories. Let's #KeepThanksMoving by sharing our gratitude for all of these behind-the-scenes workers who drive the holidays home.

APPROXIMATELY
25-30 MILLION LIVE CHRISTMAS TREES
ARE GROWN ON
15,000 FARMS
IN ALL 50 STATES AND CANADA¹

RESPONSIBLY HARVESTED WOOD IS A SUSTAINABLE SOURCE OF HEAT IN
41 MILLION WOOD STOVES
AND WOOD-BURNING FIREPLACES USED
THROUGHOUT THE U.S.²
THAT'S A LOT OF ROASTING CHESTNUTS



GETTING READY FOR THE HOLIDAYS IS OFTEN THE BUSIEST TIME OF THE YEAR ...

... involving a lot of miles to get the food, presents, packages and people where they are going. It also takes a lot of these dedicated professionals to drive many miles to clean the yards, light the streets, deck the halls, load the wood-bins for yule-tide fires, bathe the pets, pull the floats in holiday parades, and deliver trees and wreaths to the nearest lots.

2 MILLION VOLUNTEERS
DELIVER MORE THAN MEALS FOR MEALS ON WHEELS

THEY ALSO DELIVER SMILES AND WELLNESS CHECKS TO SENIOR ADULTS WHO WELCOME THE VISITS — ESPECIALLY DURING THE HOLIDAYS.³



826 MILLION
PIECES OF MAIL ARE PROCESSED DAILY DURING THE HOLIDAY SEASON

BUT ON THE BUSIEST MAILING DAY OF THE YEAR, DEC. 15, 960 MILLION PIECES OF MAIL ARE PROCESSED. 214,500 DELIVERY VEHICLES BRING HOLIDAY CHEER TO YOUR FRONT DOOR.⁴



THE WORLD'S FIRST STRING OF CHRISTMAS LIGHTS

WAS DISPLAYED BY THOMAS EDISON ON NEW YEARS' EVE IN 1879 AT HIS MENLO PARK, N.J., LABORATORY.⁵ TODAY HOLIDAY LIGHTS ATTRACT FESTIVE GROUPS TO SUCH FAR-FLUNG DRIVING DESTINATIONS AS FRANKENMUTH, MICH.; JACKSON, WYO.; WILLIAMSBURG, VA.; OGUNQUIT, MAINE; NATCHITOCHES, LA.; PINE MOUNTAIN, GA.; AND ASHEVILLE, N.C.; NOT TO MENTION THE GRISWOLD DISPLAY IN A NEIGHBORHOOD NEAR YOU.



FROM
2.1 MILLION FARMS
IN THE U.S.

EACH FARMER SUPPLIES FOOD FOR APPROXIMATELY 165 PEOPLE.

BUT IN THE 1960'S, EACH FARMER SUPPLIED FOOD FOR ABOUT 26 PEOPLE.⁶





THE TIRES ON THIS TREE DRIVE THE HOLIDAYS HOME!



HERE'S A TREE THAT COMMEMORATES ALL OF THE MICHELIN TIRES THAT #KEEPTHANKSMOVING DURING THE HOLIDAYS: Mining vehicles, dump trucks, commercial trucks, tractors, RVs, passenger vehicles, forklifts, commercial mowers and more. The people who operate these machines make our holiday preparations complete. The Michelin star that adorns this treetop, or "macaron" in French, looks like a six-petal flower. The Michelin star was introduced in the renowned Michelin Guide in 1926 as a way to recognize the know-how, creativity and quality of cuisine in exceptional restaurants. Some fortunate travelers will celebrate holiday gatherings in Michelin-starred restaurants that are "worth a special journey." See [Michelin-lifestyle.com](http://www.michelin-lifestyle.com) for more information about the gifts under this tree.

1 <http://www.realchristmastrees.org/dm/Education/Quick-Facts>
2 <http://www.eb5.com/eb5/guide/articles/MC3485716/>
3 <http://gizmodo.com/the-very-american-history-of-christmas-lights-1674051648>

4 <http://abclocal.go.com/threekgoholiday%20fact%20sheet%2008.pdf>
5 <http://www.michelinusa.com/usa/americanhistoryofmichelin>
6 <http://www.fb.org/newsroom/factfactu/>

NewsUSA

(NU) - For the third consecutive holiday season, Michelin North America, Inc. (Michelin), is recognizing the people in the transportation industry who work “like busy elves” behind the scenes to make the holidays memorable. Michelin marks the season with its #KeepThanksMoving conversation in social and digital media and encourages people to share this appreciation via Facebook and Twitter.

See full-sized image here.