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## **Menorah Tree Introduces a Big New Hanukkah Tradition**

**-Six Foot Tall Metal Menorah With Garland Allows for Hanging of Lights and Ornaments-**

Greenwich, CT (October 14, 2013) Festivity LLC, a company that develops unique products for the holiday season, announced the launch of the Menorah Tree<sup>TM</sup>. The Menorah Tree is a large scale menorah where each of its branches is wrapped in garland. It can be set up in a number of configurations by dressing it with lights, adding LED candles to the top of each branch to mark each night, and, if you choose, adding ornaments to celebrate your family's milestones. With secular and interfaith households representing a majority of the population, The Menorah Tree offers a fun and beautiful new way for the whole family to celebrate the "Festival of Lights" while at the same time honoring the Jewish traditions.

Scaling over 6 feet in height, the Menorah Tree is easy to assemble. Each steel rod comes wrapped in garland which is easily tightened into the aluminum crossbeam. The Menorah Tree is well-balanced and will be stable on all types of flooring. Constructed from structural aluminum and powder-coated, the Menorah Tree is designed to be a durable, enduring holiday tradition creating a lifetime of memories.

Created by Michael and Alex Patchen, brothers that grew up in a Conservative Jewish household, the Menorah Tree was a way for Michael to preserve the Hanukkah traditions while providing his wife with something of the same scale and warmth she had growing up with a Christmas tree. After hearing for a number of years how much his friends loved the tree – whether intermarried or secular – and that they wished they had one in their homes, and seeing how happy it made his children, Michael, along with Alex, reinvented the Menorah Tree as a high quality product for everyone to enjoy.

The Menorah Tree aims to provide Jewish and interfaith families with a centerpiece for their holiday celebration that is as beautiful and iconic as the Christmas tree. With few current alternatives, Reform and interfaith families have increasingly adopted iconography that used to be exclusively associated with Christmas. For example, many families show their holiday spirit by dressing up a Christmas tree in lights and ornaments. The Menorah Tree allows Jewish families of all backgrounds to reconnect with their heritage in an exciting new way and is a proud embodiment of what the "Festival of Lights" is all about.

"I wish I had a Menorah Tree when I was a kid. The sense of pride that my children get from having such a fun Jewish centerpiece is a highlight of the holidays for me." said Michael Patchen. "My wife loves that with the Menorah Tree our house finally has that same warm holiday glow like when she was a kid."

"To see the Menorah Tree being embraced by a cross-section of Jewish families is extremely gratifying," added Alex Patchen. "After all, what better way to enhance the celebration of Hanukkah than with such a beautiful and modern display of our Jewish traditions?"

#### About Festivity, LLC

Festivity, LLC is a family owned company based in Greenwich, Connecticut. It develops unique and fun products meant to enhance the holiday seasons. For more information, please visit <http://menorahtree.com>.

