



SELESTAT – France

Cradle of Christmas Tree

Sélestat, charming city located at the center of Alsace, immediately allured the visitor by his authentic character where tradition and modernity cohabit in harmony.

It can pride oneself on having in its places the oldest known written mention in the world of the tradition of the Christmas tree (going back to 1521) preserved at the Humanistic Library.

The “king of the forests” which is, since December 2006, at the origin of a brotherhood created on his behalf, “the brotherhood of the fir tree”, largely inspired most of the animations suggested in Sélestat throughout December: The garden of the Fir tree, meetings with the professor Sappinus, the city dressed up the colors of the fir tree, invitation to a tasting of bredella (small Alsatian Christmas cakes) and other Christmas savours (chocolates 1521 created by the pastrycooks), exhibitions, tales... without forgetting the inevitable Christkindlmarik (Christmas market). This beautiful tradition and whole the animations which pay homage to him, are worth at the town to be present at Christmas Exhibition of Rovaniemi, and to belong to the network of the Towns of Christmas also founded in 2006.

Contacts for press:

Towns of Christmas: Tourism Office from Sélestat – Isabelle FERREIRA, director – 0033/388588721 – ferreira@selestat-tourisme.com

Events of Christmas: Culture Office from Sélestat – Olivia FRICKER, director – 0033 /388585876 – fricker@ville-selestat.fr