

# Balsam Hill

## Real Memories: Up to 40% Off

**Use:** TV :30

**Direction:** Balsam Hill tells the story of an artificial tree that wants nothing more than to be a real tree. After gazing out the window at a real tree covered in snow, the artificial tree wonders where its roots are and an answer comes saying that its roots will grow in the hearts of those around it. As a family gathers together to decorate the tree with lights and ornaments for the holidays, the tree feels real joy when it realizes it is growing its roots by creating memories for others.

**There once was a tree, lovingly made to look real.**

**Yet looking real wasn't enough.**

**It wanted to *be* real.**

**One night, it wondered: Where are my roots? And an answer came:**

*(With sincerity)*

**Your roots will grow within the hearts of those around you, as you  
create very real memories.**

**And for the first time, the tree felt real joy.**

**Balsam Hill**