



Enchanted Forest Fun Facts

- Enchanted Forest has raised \$4 million for Le Bonheur during its 20-year history.
- There are more than 52 decorated trees with more than 30,000 twinkle lights.
- There are 64 animated forest characters.
- It takes 25,000 volunteer hours to produce the event.
- Decorating the Enchanted Forest calls for more than 10,000 feet of garland.
- To date, 8,120 Santa photos have been sold.

The Enchanted Forest has been a Memphis holiday attraction for more than 50 years. The first version of the forest was on display in the Gayosa Hotel on Front Street until it closed in the early 1950's.

George Hettinger, display director for Goldsmith's Department Store came home from World War II with an idea to create a magnificent holiday display. It was then when The Enchanted Forest was born. The event was custom built and set up in various areas throughout Goldsmith's before finding its permanent home on the ground floor in the 1960s. At that time, it became a more spectacular exhibit, with larger and more elaborate characters and scenery. Throughout the sixties, Enchanted Forest made a name for itself with families and tourists labeling it as *the* holiday event to see.

In the early 1970s, Barry Hartzog became Goldsmith's Visual Merchandising Director. He began incorporating new characters every year bringing to life favorite characters from storybooks and movies. Each of the characters was built to be 18-24 inches tall to appeal to

children. Hartzog remembers crawling through the Forest on his hands and knees to experience it through the eyes of a child. Olive Gamble, a seamstress with Goldsmith's made new costumes for the characters to make it appear different each year. It was a long time tradition for people in the Visual Department to stand inside the exhibit and listen to the comments of families as they toured through this magical holiday wonderland.

In 1990 Goldsmith's donated the Enchanted Forest to the TWIGS (Together We Initiate Growth and Sharing) who incorporated it into their Festival of Trees event. The holiday tradition then became the Enchanted Forest-Festival of Trees and continues today to raise funds for Le Bonheur Children's Medical Center.

Whether you are experiencing the event for the first time or remembering a visit from your childhood, Enchanted Forest-Festival of Trees is a delight for each member of the family and a great way to begin your holiday celebrations.