

**ENID, Okla. Nov 1.** - Standing at 140 feet, the world's tallest fresh cut Christmas tree is sponsored by The One. It is in place in downtown Enid on Park Avenue between Grand and Independence.

The tree was damaged by strong winds on October 27th. The damaged limbs will be reattached later this month when the tree is decorated in time to make its debut during the Enid Lights Up the Plains Event on November 26th.

Attendance at the lighting event is projected to possibly double the highest past attendance of 8,000 to 10,000 people. In addition, officials are projecting as many as 100,000 visitors over the forty-two-day festival. The tree will be on display as the center piece for a variety of events and gatherings.

The Enid Chamber is partnering with organizers of The One, along with Visit Enid, Main Street Enid and Enid Regional Development Alliance, to assist local businesses in preparation to handle the expected crowds. These preparations include encouraging local restaurants to set up a reservation system by utilizing platforms such as OpenTable to assist in managing the influx of visitors.

More information about The One can be found online at [www.theoneenid.com](http://www.theoneenid.com) as well as on social media via Facebook and Instagram.



Artist rendering of The One courtesy of [www.theoneenid.com](http://www.theoneenid.com)