



FESTIVAL OF TREES: A STORY THE TIMES NEVER STOPPED TELLING

Some traditions survive because someone cared enough to tell their story. Festival of Trees is one of those traditions. Kicking off this year on Nov. 22, Festival of Trees is an annual 10-day fundraising event for Quad City Arts, a local nonprofit organization dedicated to enriching the quality of life in the Quad City region through the arts.



For 40 years, the Quad-City Times has carried the festival from a single idea into a community hallmark. The headlines, photographs and annual features kept Festival of Trees close to people who might not have walked through the doors every year but still felt part of it.

Year after year, volunteers, artists, families and businesses brought this event to life, but it was the storytelling that gave it permanence. The Times didn't just report on a holiday event; it built a record of memory. Festival of Trees, held annually at the RiverCenter in Davenport, became stitched into the fabric of November in the Quad Cities.

That storytelling is why the festival is still here today. And it's why they mark 40 years with something more than nostalgia. The Quad-City Times remains at the center, and new players have stepped in to sustain what matters.

The Cultural Trust — a nonprofit that champions the cultural vitality of the Quad Cities area — was founded in 2007 with a simple promise: to make sure arts, culture and traditions that define this region continue to thrive — not just for now, but for generations. **Because Culture Matters Here**, and it always will.

This year, the organization honors that shared commitment with 40 Stories for 40 Years — a daily reflection on Festival of Trees, the people who built it and the cultural legacy it represents. Forty stories carried forward in the pages that started the story and were written alongside partners like Quad City Arts and The Cultural Trust, who intend to keep Festival of Trees — and traditions like it — alive for the next 40 years.

