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NATIONAL CHERRY BLOSSOM FESTIVAL FIRST-EVER DESIGN CHALLENGE: BLOSSOM!
Call for entries: accepted now through March 26

Washington, DC [March 4, 2010] – The National Cherry Blossom Festival is seeking amateur graphic designers from the metro-DC area to showcase their creativity this spring in the Festival's first-ever **BLOSSOM!** Design Challenge, supported by Westwood College and Shiseido. The challenge tasks contestants to create an original graphic design from a blossom or metaphor for a blossom that reflects the spirit of the National Cherry Blossom Festival, forging East and West, tradition and innovation, and culture and technology.

The entries will be judged by an esteemed panel of four, including Eric Hilton of Thievery Corporation and Antonio Alcalá, an award-winning graphic designer and owner of Studio A in Alexandria, VA. The Judges' winner will receive \$5,000 tuition prize, made possible by Shiseido, to [Westwood College School of Design](http://www.westwoodcollege.edu/schoolofdesign). The "People's Choice" winner will be awarded \$250.00 in prize money.

The winning designs will also be displayed at the National Cherry Blossom Festival's **Cherry Blast: A Night of Contemporary Art + Music** on Friday, April 2 from 9:00pm to 1:00am at 1701 Florida Avenue NW. Produced by The Pink Line Project, Cherry Blast is multi-media night of art, music, fashion, film, and video, and is also sponsored by Westwood College.

The contest kicks runs through March 26, 2010. For contest information, go to www.nationalcherryblossomfestival.org/designchallenge. Must be 18 years or older, from the metro-DC area, and be amateur designers. All terms and conditions apply.

The National Cherry Blossom Festival is Washington, DC's and the nation's greatest springtime celebration. The 2010 Festival, March 27 – April 11, includes three spectacular weekends and daily events featuring diverse and creative programming promoting traditional and contemporary arts and culture, natural beauty, and community spirit. The 2010 Festival commemorates the 98th anniversary of the gift of the cherry blossom trees and the enduring friendship between United States and Japan.

**For schedules and information visit www.nationalcherryblossomfestival.org
or call the Festival hotline at (877) 44BLOOM.**

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