

FOR IMMEDIATE RELEASE

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**CELEBRATE SPRING IN DC WITH THE NATIONAL CHERRY BLOSSOM FESTIVAL**  
*Outstanding family entertainment from March 20 - April 15, 2018*

**Washington, DC** [March 1, 2018] – The [National Cherry Blossom Festival](#), the nation’s greatest springtime celebration, begins March 20, and continues through April 15, 2018. The 2018 Festival is where DC, our region and nation unite to welcome spring and celebrate the 106<sup>th</sup> anniversary of Tokyo’s gift of cherry blossom trees through shared experiences that showcase traditional arts and culture, our natural world and a vibrant community. This year’s Festival will incorporate elements of art, music, and play throughout its four weeks of events.

**Events & Tours:** The Festival opens in style at the [Pink Tie Party](#) presented by ANA on Thursday, March 15 hosted by Trade Center Management Associates (A Drew Company) at the Ronald Reagan Building and International Trade Center. The [Opening Ceremony](#), co-presented with The Japan Foundation on Saturday, March 24 at the Warner Theatre, features world-class talent from Japan and the U.S. to welcome spring and celebrate the anniversary of the gift of trees. Tickets have all been claimed, but the Opening Ceremony will be streamed live on the Festival’s Facebook.

The [Blossom Kite Festival](#) brings high-flying fun to the grounds of the Washington Monument on Saturday, March 31. [Petalpalooza](#) presented by FreshDirect (formerly known as the Southwest Waterfront Fireworks Festival) takes place at DC’s hottest and newest destination, The Wharf, on Saturday, April 7.

The [National Cherry Blossom Festival Parade®](#) presented by Events DC is on Saturday, April 14 from 10 a.m. to noon, and the delayed telecast airs from noon - 2 p.m. on ABC7/WJLA. The Parade marches down Constitution Avenue with exciting performances, celebrity entertainment, lavish floats, giant helium balloons, dance troupes, and more.

Additional premier events of the 2018 calendar include the SAAM Cherry Blossom Celebration at the Smithsonian American Art Museum on Saturday, March 24, the [Sakura Matsuri – Japanese Street Festival](#) produced by The Japan-America Society of Washington DC on Saturday, April 14, and the [Anacostia River Festival](#) produced by the 11<sup>th</sup> Street Bridge Park on Sunday, April 15. New this year, [Blossom Bash](#) presented by iHeartRadio brings Third Eye Blind and Bush to The Anthem on Friday, April 6; and at [Cherry Blast](#) presented with ARTECHOUSE on March 23 – 24, guests can enjoy an immersive digital art experience with a DJ, specialty cocktails, and more.

(more)

More than 40 participating organizations offer programming throughout the Festival, including rare and renowned arts and culture at institutions. [Tour Providers](#) offer multiple ways to tour the blossoms by bike, foot, and boat.

**Throughout the Festival:** Throughout the annual [City in Bloom](#) campaign, iconic buildings and transportation hubs light in pink to celebrate the Festival. Area businesses, organizations and individuals spread the spirit of the Festival by using bright pink blossom decals on cars, storefronts, windows, and more. The [Hotel Program](#), in conjunction with DestinationDC, provides Festival-inspired guest packages for visitors. Through the Festival's [Cherry Picks Restaurant Program](#) with Restaurant Association Metropolitan Washington, more than 60 restaurants offer spring-inspired menus.

**Information & Planning:** Visit Festival headquarters at Union Station, open March 13-April 19, for free information about events and programs and official [merchandise](#). The Tidal Basin Welcome Center and ANA Performance Stage, in conjunction with the National Park Service, is located near the paddle boats at the Tidal Basin and offers free performances daily from March 15 – April 2.

**Bike, Walk, or Metro is best!** Visitors and residents are encouraged to bike, walk, or use public transportation whenever possible. Visit [goDCgo.com](#) to explore an interactive map and learn about your transportation options. View Metrobus and Metrorail station maps, point-to-point directions, and trip planners on the [Washington Metropolitan Area Transit Authority website](#). For a more enjoyable trip, take Metrorail during non-rush hours to the Smithsonian/National Mall Station (Blue/Orange lines). The L'Enfant Plaza Station (Blue/Yellow/Green lines) 7th Street & Maryland Avenue exit is only an extra 10-minute walk to the Tidal Basin. The National Park Service provides free bike racks near the Jefferson Memorial. [Capital Bikeshare](#), a bike rental program, has multiple stations close to the Tidal Basin and Festival events. Visitors may reserve and pay for parking through [SpotHero](#), the preferred parking vendor of the Festival.

The National Cherry Blossom Festival is the nation's greatest springtime celebration. The 2018 Festival, March 20 – April 15, includes four weeks of events featuring diverse and creative programming promoting traditional and contemporary arts and culture, natural beauty, and community spirit. Visit [nationalcherryblossomfestival.org](#) or call 877.44.BLOOM for more information, or check out [Facebook](#) (CherryBlossomFestival), [Twitter](#) (@CherryBlossFest), and [Instagram](#) (@CherryBlossFest).

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