



FOR IMMEDIATE RELEASE

CONTACT: Nora Strumpf
202.638.8374
nstrumpf@ncbfdc.org

PARTNERSHIP WITH IHEARTRADIO BRINGS ALTERNATIVE ROCK ICONS TO NATIONAL CHERRY BLOSSOM FESTIVAL

Washington, DC [March 1, 2018] – The National Cherry Blossom Festival has partnered with leading global media and entertainment company iHeartRadio to present the first-ever Blossom Bash, a concert featuring Bush, Third Eye Blind, and lovelytheband on April 6, 2018 at DC's newest live music venue, The Anthem. Tickets for the concert are [available now](#).

Working in close partnership with iHeartRadio, Blossom Bash is a premier event of the National Cherry Blossom Festival, which offers four weeks of programming throughout the region. The concert will serve as a prelude to [Petalpalooza](#), which will also be held at The Wharf the following day on April 7.

“By joining with iHeartRadio, we are able to present big-name talent such as Bush and Third Eye Blind to new and expanded audiences this spring,” said Diana Mayhew, President of the National Cherry Blossom Festival. “We’re so excited for the Festival’s attendees to be able to experience amazing programming at The Wharf, starting with Blossom Bash on Friday and continuing all day Saturday with the inaugural Petalpalooza.”

###

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).

###