

FOR IMMEDIATE RELEASE



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SOAR INTO SPRING AT THE BLOSSOM KITE FESTIVAL ON THE NATIONAL MALL

The National Cherry Blossom Festival will kick off kite-flying season with the Blossom Kite Festival presented by Otsuka on Saturday, March 30 on the grounds of the Washington Monument (Constitution Avenue and 15th Street, NW) from 10 a.m. to 4:30 p.m. The event will once again create a colorful spectacle against the backdrop of iconic downtown monuments and includes five areas to explore and enjoy: the Competition & Demonstration Field, Public Field, Kite Club Display Area, Family Field, and Activity Tents. A mini-parade steps off at 10:00 a.m. to launch the day.

The Blossom Kite Festival includes the following:

- **Competition & Demonstration Field:** experienced and first-time kite makers enter the **Kite Makers Competition**
- **Kite Ballets:** master kite fliers synchronize their kites to music, creating a “ballet” in the sky
- **Rokkaku Battle:** hexagonal-shaped fighter kites commonly flown in Japan are flown by teams in a competition to “cut” or “ground” opposing kites
- **Hot Tricks Showdown:** multi-line kite fliers engage in a series of one-on-one competitions and maneuver their sport kites in amazing flight patterns during 30 seconds of music
- **Featured Flyers** from all over the country and Canada will wow audiences with team and solo kite performances

All attendees are welcome to fly their own kites on the **Public Field** (no registration is required). In the **Kite Club Display Area**, master kite fliers and kite makers showcase their prized kites. This area is limited to invited individuals and clubs.

Family Fun Zone programs include youth kite competitions, bubbles with the National Children’s Museum, balloon races, arts and crafts, and kids music. At the “Blossom Build-Off” competition, teams will be challenged to create a kite using a trash bag and minimal supplies. The activity tent area includes a kite making tent sponsored by Otsuka, a National Park Service activity tent, a writing activity at the Jumpstart at George Washington University tent, and kite repairs at the John Oxenham Memorial Kite Hospital. The official 2019 National Cherry Blossom Festival kite will be available for purchase on-site.

The Blossom Kite Festival is produced by the National Cherry Blossom Festival and presented by Otsuka America Pharmaceutical, Inc., a leading healthcare company dedicated to developing innovative solutions and addressing unmet need in a range of disease areas, including serious mental illness. The event is supported by Mars Petcare and its Better Cities for Pets™ program, Carvana, and Doctors to You, with media partners Washington Parent Magazine, 97.1 WASH-FM, 98.7 WMZQ, BIG 100.3 and CultureCapital.com.

About the National Cherry Blossom Festival

The National Cherry Blossom Festival is the nation’s greatest springtime celebration. The 2019 Festival, March 20 – April 14, 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](https://www.facebook.com/CherryBlossomFestival)), Twitter ([@CherryBlossFest](https://twitter.com/CherryBlossFest)), and Instagram ([@CherryBlossFest](https://www.instagram.com/CherryBlossFest)).

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