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DC METRO AREA LIGHTS UP IN CELEBRATION OF BLOSSOMS

City in Bloom program features the city in pink lighting for the seventh year

Washington, DC [March 6, 2019] – The City in Bloom campaign visually unites and energizes the DC metro area throughout the National Cherry Blossom Festival. Buildings, retailers, public transportation entities, and more showcase the start of spring with pink lighting and thousands of blossom decals, welcoming attendees with the energy and vibrancy of the nation’s greatest springtime celebration.

Lighting participants from March 20 – April 14 include, but are not limited to:

- Big Bus Company
- Capital Bikeshare
- Capitol Riverfront BID
- The Capital Wheel
- CityCenter DC
- Crystal City BID
- Downtown DC BID
- DC Circulator
- DC Streetcar
- Firehook
- Le Pain Quotidien DC
- Mosaic District
- Mount Vernon Triangle Community Improvement District
- National Harbor
- WATERRAS
- Yellow Cab Company of DC
- 360° H Street
- 425 Mass Apartments
- 455 Eye Apartments
- Park Triangle Apartments Lofts and Flats
- The W Hotel
- Hard Rock Café

Throughout the Festival, bright blossom decals will be seen inside metro stations, with the participation and support of Washington Metropolitan Area Transit Authority, and limited edition National Cherry Blossom Festival commemorative SmarTrip cards will be available starting March 17. The DC Circulator’s Blossom Bus will return, Capital Bikeshare’s fleet of more than 1,500 bikes will bloom with decals, and Big Bus Tours will present its new “Pink Loop” around the Tidal Basin. Individuals can join by purchasing a variety of decorative products for cars and personal use, available [online](#).

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), [Twitter](#) (@CherryBlossFest), and [Instagram](#) (@CherryBlossFest).

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