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TRUST FOR THE NATIONAL MALL LAUNCHES ENDOW A CHERRY TREE CAMPAIGN IN PARTNERSHIP WITH NATIONAL CHERRY BLOSSOM FESTIVAL

Goal to Raise over $3.5 Million to Grow Endowment to Provide Immediate and Long-term Care & Maintenance of the 3,800 Cherry Trees on the National Mall

WASHINGTON, DC (March 6, 2019) – Today, the Trust for the National Mall announced the launch of their Endow a Cherry Tree Campaign, which supports all 3,800 cherry trees on the National Mall. In partnership with the National Cherry Blossom Festival, the goal is to promote and raise funds for the Cherry Tree Endowment to provide additional annual resources for the care and maintenance of the trees. The Trust for the National Mall is an official partner of the National Park Service, dedicated to stewarding private support to design and deliver modern and resilient solutions that will transform the visitor experience and preserve the historic legacy of the National Mall.

"The cherry trees on the National Mall are a beloved cultural symbol and annual destination that draws in visitors from around the world to our nation's capital," said Catherine Townsend, president and CEO, Trust for the National Mall. "We all agree that the trees are a national treasure and an experience that should be preserved. Limited government funds are not enough to provide annual care and maintenance for all 3,800 trees and surrounding grounds, so we're inviting the public to help us to preserve and protect these iconic cherry trees."

Specifically, the Endow a Cherry Tree Campaign, managed by the Trust for the National Mall, offers donors an opportunity to support an individual tree by making a direct donation of $1,000 for each tree, starting a team to collaborate on peer-to-peer fundraising, or creating a fundraising page to reach a goal to endow one or more trees. Interest from the Cherry Tree Endowment will provide critical funds to the National Park Service tree maintenance team for annual care, including tree pruning, soil remediation, and select tree replacement plantings.

"The National Cherry Blossom Festival draws in nearly 1.5 million visitors that enjoy diverse and creative programming that promotes traditional and contemporary arts and culture, natural beauty, and community spirit," said Diana Mayhew, president, National Cherry Blossom Festival. "The events are primarily free and open to the public, so our hope is those who come to experience this annual tradition will pay it forward through the Cherry Tree Endowment."

The National Cherry Blossom Festival commemorates the 1912 gift of 3,000 cherry trees from Mayor Yukio Ozaki of Tokyo to the city of Washington, DC, and celebrates the enduring friendship between the people of the United States and Japan. This year's festival dates are March 20 – April 14, 2019.

For more information about how to make a donation to the Endow a Cherry Tree Campaign or learn more about the endowment, please visit www.nationalmall.org/cherrytrees.

About the Trust for the National Mall

Celebrating over ten years of partnership with the National Park Service, the Trust for the National Mall stewards private support to design and deliver modern and resilient solutions that will transform the visitor experience and preserve the historic legacy of the National Mall. The beloved but well-worn National Mall hosts more than 35 million visits annually but requires more than $800 million in deferred maintenance and needed upgrades. This public-private partnership is a model for bringing critical resources to the National Mall to supplement federal funds. Learn more and donate at www.nationalmall.org.

About The National Cherry Blossom Festival

The National Cherry Blossom Festival, Inc. is a 501(c)(3) not-for-profit organization dedicated to promoting the beauty of nature and international friendship through year-round programs, events, and educational initiatives that enhance our environment, showcase arts and culture, and build community spirit. For more information about the organization, please visit nationalcherryblossomfestival.org.

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