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NATIONAL CHERRY BLOSSOM FESTIVAL CELEBRATES ANOTHER YEAR OF PET-FRIENDLY PROGRAMMING WITH HOST SPONSOR MARS, INCORPORATED

Washington, DC (March 4, 2020) – The National Cherry Blossom Festival is pet-ready once again thanks to its host sponsor Mars, Incorporated.

Guided by Mars Petcare's BETTER CITIES FOR PETS™ program, a key initiative that advocates for fewer pets in shelters, more pet-friendly places, and happier, healthier lives for both people and pets, the National Cherry Blossom Festival's partnership with Mars enables select signature events to be "pet-friendly" by providing dogs who attend with their owners the necessities they need while on-the-go.

Throughout the Festival, which attracts millions of visitors from around the world, pet owners can visit pet comfort stations featuring waste bag distribution, treats, shade, and water stations using bowls with potable water to keep dogs hydrated and out of the sun. Mars and the Festival will also partner with local restaurants to indicate which establishments near signature events are pet friendly.

"Mars is excited to once again be a host sponsor of the National Cherry Blossom Festival. With our global headquarters in McLean, VA we're proud to help offer pet-friendly amenities to the DC community," said Jam Stewart, vice president of corporate affairs for Mars Petcare. "We look forward to another successful year and our Associates are excited to greet visitors and their pets at our BETTER CITIES FOR PETS™ program booth at Petalpalooza."

Pet-friendly services provided during the Festival include:

- *Weekends between March 21 - April 12 (10:00 a.m. - 6:00 p.m.):* At the **Tidal Basin Welcome Area**, pet comfort services will be available complete with water bowls and waste bags for dogs on the go.
- *Saturday, March 28 (10:00 a.m.- 4:30 p.m.):* At the **Blossom Kite Festival**, on the grounds of the Washington Monument (Near 15th St and Constitution Ave, NW), pet comfort services will also be available.
- *Saturday, April 4 (10 a.m. – Noon):* At the **National Cherry Blossom Festival Parade**, Festival sponsor Mars, Incorporated will host the springtime float.

- *Thursday, April 9* (5:00 p.m. – 8:00 p.m.): Mars, **Milk Bar Flagship at Logan Circle and The Humane Rescue Alliance District of Columbia** invite all four-legged pets and their humans to an afternoon of dog-friendly activities, food, and drinks.
- *Saturday, April 11* (1:00 p.m. -9:00 p.m.): At **Petalpalooza** taking place at Capitol Riverfront, pet comfort station and activities celebrating pets and pet-friendly spaces will be offered by the BETTER CITIES FOR PETS™ program. Visitors can also pick-up giveaways and share thoughts on how cities can make life happier and healthier for pets and owners.

“We understand how important these amenities are for our many guests who bring their pets to the Festival,” said Diana Mayhew, National Cherry Blossom Festival President. “We’re proud to continue this partnership with Mars, Incorporated as we strive to provide top-quality experiences to more than 1.5 million attendees — and their pets — each spring.”

Attendees of the Festival will also have the chance to learn more about BETTER CITIES FOR PETS™, a Mars Petcare program, that aims to create enough places for every dog and cat to live, visit and play by supporting shelters, homes, businesses and parks.

Before attending, Festival attendees with pets should visit <https://nationalcherryblossomfestival.org/pets/> for more information and to determine if their dog is Festival friendly before making the trip.

Additionally, to join the BETTER CITIES FOR PETS™ movement, get more information about Mars Petcare, and access resources such as the [Playbook for Pet-Friendly Playbook](#) to help create more pet-friendly communities, visit www.bettercitiesforpets.com.

About Mars, Incorporated

Mars is a family-owned business with more than a century of history making diverse products and offering services for people and the pets people love. With more than \$35 billion in sales, the company is a global business that produces some of the world’s best-loved brands: M&M’s®, SNICKERS®, TWIX®, MILKY WAY®, DOVE®, PEDIGREE®, ROYAL CANIN®, WHISKAS®, EXTRA®, ORBIT®, 5™, SKITTLES®, UNCLE BEN’S®, and COCOAVIA®. Mars associates proudly take care of half of the world’s pets through our nutrition, health and services businesses such as Banfield Pet Hospital®, BluePearl®, Linnaeus, AniCura, VCA™ and Pet Partners™. Headquartered in McLean, VA, Mars operates in more than 80 countries. The Mars Five Principles — Quality, Responsibility, Mutuality, Efficiency and Freedom — inspire our more than 125,000 associates to take action every day to help create a world tomorrow in which the planet, its people and pets can thrive. For more information about Mars, please visit www.mars.com. Join us on [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#) and [YouTube](#).

About BETTER CITIES FOR PETS™

BETTER CITIES FOR PETS™ is a program of Mars Petcare, the world’s leading pet nutrition and health care business, created to help communities become more pet-friendly by bringing the voice of pets and their owners to places of influence and advocating for fewer pets in shelters, more pet-friendly places, and happier, healthier lives for both people and pets. Mars Petcare works with key partners, businesses and local governments to better understand how to improve communities by: providing safe and welcoming shelters that lead to forever homes; encouraging pet-friendly, responsible homes for pets; welcoming more pets into local businesses, and giving pets plenty of park space to play. For more information about Mars Petcare and BETTER CITIES FOR PETS™, visit www.bettercitiesforpets.com.

About National Cherry Blossom Festival

The National Cherry Blossom Festival is the nation’s greatest springtime celebration. The 2020 Festival, March 20 – April 11, 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).