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2020 OFFICIAL FESTIVAL SOUVENIRS AND GIFTS ARE HERE!

Washington, DC [March 6, 2020] – An expanded line of items commemorating the 2020 National Cherry Blossom Festival are now available. Official Festival merchandise may be purchased at ncbfstore.org and at various Festival events.

The National Cherry Blossom Festival's Pop-Up Shop at Union Station is located in the Main Hall, outside the West Hall, March 9 - April 15. Shop for official merchandise and get valuable information about Festival events, Monday – Saturday (10 a.m. - 7 p.m.) and Sundays (10 a.m. - 5 p.m.). Additional official merchandise kiosks can also be found at The Festival Welcome Center at the Tidal Basin, open each weekend of the Festival and weekdays when the blossoms are in bloom.

The 2020 Official Festival Artwork was created by Matt Long, a Frederick, MD-based artist and graphic designer. Using acrylic paints and Sharpie markers, Matt creates fluid forms with bright colors and an engaging sense of movement. The [official poster](#) is available now, in addition to apparel and household items inspired by Long's piece.



The Festival's expanded merchandise line offers specially sourced boutique items and exclusive cherry blossom themed products not available elsewhere, including the 2020 collectible lapel pin (left). A portion of the pin's proceeds will benefit the Trust for the National Mall's [Cherry Tree Endowment](#).

Find gifts and souvenirs in all price ranges, including a Festival-themed coloring book, children's items, books, stationery, home accessories, jewelry, tote bags, apparel for all ages, and much more.

Proceeds from all official merchandise sales support the Festival, a 501(c)(3) not-for-profit organization, helping keep the majority of its events free and open to the public.

The National Cherry Blossom Festival is the nation's greatest springtime celebration. The 2020 Festival, March 20 – April 12, 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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