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Spring Still Blossoms Here: National Cherry Blossom Festival Previews 2021 Lineup, Unveils Official Artwork

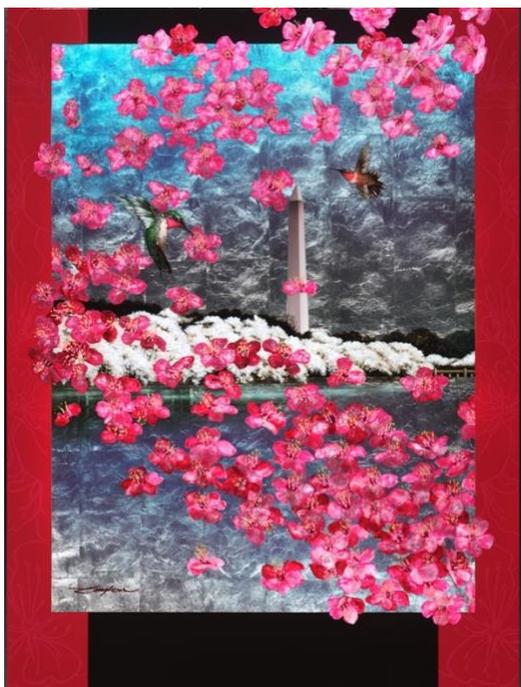
Amazon Joins as Lead Sponsor for 2021 Festival

Washington, D.C. [Nov. 18, 2020] — [National Cherry Blossom Festival](#) leaders, Washington, D.C. officials, and sponsors and stakeholders gathered virtually Wednesday to preview the 2021 National Cherry Blossom Festival, one of the world's great celebrations of spring.

The 2021 Festival will proceed next year (**March 20-April 11**), with an innovative format that honors the tradition of the Festival, while prioritizing the health and safety of attendees amidst the coronavirus pandemic.

Designed to incorporate both virtual and personal experiences, the Festival will present a series of entertaining hybrid events and community outreach programs that adhere to city and CDC guidelines put in place to mitigate the spread of Covid-19.

To ensure maximum engagement and event attendance, most 2021 Festival programming will be free and open to the public, including a one-hour nationally syndicated television show; 20 large, vibrant cherry blossom sculptures displayed in dozens of locations throughout the city; and locally curated community experiences that focus on music, cuisine, and visual arts presentations.



As they look forward to the renewal of spring, the Festival is working with the Washington, D.C. mayor's office, the National Park Service, and other officials, partners, and stakeholders to plan a variety of safe, entertaining, and fun programming for the 2021 Festival that will unite communities, help support economic recovery, and embrace springtime in the District.

Unveiled during Wednesday's event, the 2021 official artwork (pictured) was created by Patrick Guyton. His piece captures the energy and colors of the Tidal Basin in springtime with a metallic, reflective spiraling vortex of cherry blossoms set against the backdrop of the Washington Monument.

The [2021 Commemorative Poster](#) featuring the artwork is now available for purchase.

"I've been making cherry blossom art for 10 years, and during an art auction in early 2019, I was approached by a collector to submit some work for the Festival," said Guyton.

"It was a gigantic honor to be selected to create the piece, and I'm excited to see it there in person during next year's festival."

The Festival also announced that National Capital Region newcomer, [Amazon](#), will join longstanding Leadership Circle partner, [Events DC](#), as a lead sponsor for the 2021 Festival.

"Events DC has a long history of supporting the Festival and its celebration of springtime in the District," said Chinyere Hubbard, Vice President, Communications and Marketing, Events DC. "The cultural impact of these events is far-reaching, and we're proud to sponsor the 2021 Festival while remaining steadfast in our commitment to ensure that residents and visitors feel safe, secure, and comfortable."

"Nothing is more symbolic of spring in our region than the National Cherry Blossom Festival. After a challenging 2020, it is more important than ever that we maintain a tradition that brings joy to the community and boosts the local economy. We look forward to this new partnership and can't wait for what we will create together in the years to come," said Brian Huseman, Amazon Vice President of Public Policy.

For more details, visit nationalcherryblossomfestival.org or follow the Festival's social media pages on [Facebook](#), [Instagram](#), and [Twitter](#).

About Patrick Guyton, 2021 Official Artist

Patrick Guyton's ability to design with sophisticated detail brings drama and poetic expression into his works. With a successful career that has encompassed many different applications, techniques, and styles, he merges mood and atmosphere to evoke powerful emotions that create harmony. He's spent 12 years merging gold and silver leafing techniques from the 14th century with contemporary creative methods to develop his signature style, which he describes as "gilded modernism."

Guyton attended The Art Institute of Pittsburgh, where he studied the fine arts, sculpture, and design theory. Since moving to Southern California in 1987, he has worked as a fine and commercial artist doing airbrush illustration, murals, and signage.

To view more of Patrick Guyton's work, visit his social media pages on [Facebook](#) and [Instagram](#).

About National Cherry Blossom Festival

The National Cherry Blossom Festival is one of the world's greatest celebrations of spring. The 2021 Festival, March 20-April 11, will include three 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](#)), Instagram ([@CherryBlossFest](#)), and Twitter ([@CherryBlossFest](#)).

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