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Amazon Joins with National Cherry Blossom Festival to Ensure Spring Still Blossoms Here
Festival announces, Amazon, as a lead sponsor

Washington, DC [Nov. 18, 2020]—The [National Cherry Blossom Festival](#) today announced that National Capital Region newcomer, Amazon, will join the Leadership Circle as a lead 2021 Festival sponsor.

“I’m proud to share the exciting news that Amazon is joining the Festival at the lead sponsorship level, ensuring D.C. and the region can continue to bloom,” said Diana Mayhew, president and CEO of the National Cherry Blossom Festival. “I am especially excited about the innovative spirit that Amazon brings to the Festival family as we reimagine new ways to unite the region, small businesses, restaurants and others that will play such a key role in the region’s economic recovery in the coming year.”

“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.”— Brian Huseman, Amazon Vice President of Public Policy.

Planning is already underway for safe, entertaining, and fun programming for the 2021 Festival.

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 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.

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

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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