

FOR IMMEDIATE RELEASE



Media Contact:
Cyndi Sutton
National Cherry Blossom Festival
571-213-0401
cyndi@merakicommsgroup.com

National Cherry Blossom Festival Partners with Amazon to Present 'Art in Bloom' to Celebrate Visual Artistry and Share the Spirit of the Festival with the Greater Washington, D.C., Community

Festival Seeks 25 Artists to Paint Cherry Blossom Sculptures for Display Across Metro-D.C.; Artist Applications Being Accepted Through January 22

Washington, D.C. [January 11, 2021] – The [National Cherry Blossom Festival](#), one of the world's great celebrations of spring, today announced it has partnered with Amazon to present "Art in Bloom," a premier 2021 project to celebrate the visual arts and showcase the whimsy and creativity of the National Cherry Blossom Festival and the Nation's Capital.

To bring Art in Bloom alive, 25 oversized cherry blossom sculptures will be painted by local and national artists and installed at a variety of outdoor locations across the Washington D.C., area starting March 20, the first day of this year's National Cherry Blossom Festival. The [call for artists](#) is open through January 22.

"We're thrilled to partner with Amazon for Art in Bloom, an exciting new project that will ignite the spirit of spring with wonderful giant blossom sculptures for all to see," said Diana Mayhew, president and CEO of the National Cherry Blossom Festival. "We're on the hunt for 25 talented artists to help us ready these giant icons for their debut on March 20. We can't wait to experience blossom spirit coming alive through Art in Bloom."

Art in Bloom will promote positive, fun experiences for the greater Washington, D.C., community as it presents the unique works of diverse and talented artists. The Art in Bloom exhibition will culminate with a Blossom Auction in late spring 2021, with proceeds from the sale of the sculptures supporting National Cherry Blossom Festival programs and community initiatives.

The Art in Bloom call for artists is open through Friday, January 22 at 5:00 p.m. EST. Painters of all ages and styles, from across the metro D.C. region and beyond, are encouraged to apply. Find more details at <https://nationalcherryblossomfestival.org/call-for-artists/>.

For more information about the 2021 National Cherry Blossom Festival, scheduled for March 20-April 11, visit nationalcherryblossomfestival.org and 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 great 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, and check out [Facebook](#) (@CherryBlossomFestival), [Instagram](#) (@CherryBlossFest), and [Twitter](#) (@CherryBlossFest).

-###-