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## Official 2021 National Cherry Blossom Festival Souvenirs and Gifts Now Available

**Washington, D.C. [March 1, 2021]** – The National Cherry Blossom Festival today announced that an expanded line of items commemorating the 2021 National Cherry Blossom Festival are now available in the Festival's online gift shop. Official Festival merchandise – from face masks and the 2021 official National Cherry Blossom poster, to tote bags and jewelry – can be purchased at [ncbfstore.org](http://ncbfstore.org).

“There’s nothing that doesn’t look great paired with a cherry blossom,” said Diana Mayhew, president and CEO of the National Cherry Blossom Festival. “Many of the 2021 National Cherry Blossom Festival commemorative items in the Festival’s online shop are limited edition and most can’t be found anywhere else. And, there’s something in every price range, including magnets, earrings, Christmas ornaments, and even coloring books for kids.”

The 2021 official National Cherry Blossom Festival poster depicts the beautiful artwork created by Patrick Guyton, the official 2021 artist. The 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. To create the piece, Guyton merged gold and silver leafing techniques from the 14th century with contemporary creative methods to develop his signature style, which he describes as “gilded modernism.”



In addition to the 2021 official National Cherry Blossom Festival poster, apparel and other collectible items inspired by Guyton’s piece are now available in the Festival’s online store.



Also available in the online store is the 2021 official collectible lapel pin. The Festival releases a collectible lapel pin each year to visually commemorate the 1912 gift of the trees. The 2021 iteration depicts a single, graceful branch bursting with blossoms.

Purchase of the 2021 collectible lapel pin provides invaluable support towards the Festival’s award-winning programming, and contributes to the Trust for the National Mall’s Cherry Tree Endowment, which ensures the flowering cherry trees are sustained for future generations to enjoy.

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 2021 National Cherry Blossom Festival will offer engaging virtual and personal experiences through unique programs, activities, and events that honor the Festival’s deep traditions and bring the celebration of spring into the hearts and homes of communities throughout the D.C. area and beyond. Lead sponsors (Leadership Circle) for this year’s Festival are Amazon and Events DC.

For more information about the 2021 Festival, visit [nationalcherryblossomfestival.org](http://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](http://nationalcherryblossomfestival.org) or call 877.44.BLOOM for more information, and check out [Facebook](#) (@CherryBlossomFestival), [Instagram](#) (@CherryBlossFest), and [Twitter](#) (@CherryBlossFest).

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