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2021 National Cherry Blossom Festival Adds New Interactive and 360-Degree Bloom-Watching Experiences to its Bloom Watch Page

Washington, D.C. [March 1, 2021] – The National Cherry Blossom Festival today announced Bloom Watch, the leading destination for virtual “bloom watchers,” has added several new ways to see the beloved cherry trees along Washington, D.C.’s National Mall Tidal Basin and experience their peak bloom from anywhere. Bloom Watch has always been the source for official updates about the peak blooming period, featuring details about the bloom stages and a link to #BloomCam from the National Park Service. Now, Bloom Watch visitors can virtually see the blooming cherry blossoms through an on-demand virtual tour provided by National Park Service rangers and a 360-degree “bike ride” experience around East Potomac Park.

“While seeing the blossoms in person is certainly a bucket list item, we have worked with our partners to offer alternative ways to go bloom-gazing this year,” said Diana Mayhew, president and CEO of the National Cherry Blossom Festival. “Bloom Watch has always been the go-to place for official peak bloom information, but now we’ve added even more to the page to give ‘bloom watchers’ the perfect virtual cherry-blossom-bloom experience.”

A new on-demand virtual tour on the Bloom Watch page will take viewers 3.3 miles around the Tidal Basin. Viewers will be able to pull up an online map and click on points of interest located among the flowering cherry blossom trees. Brief videos featuring National Park Service rangers will share the history and secrets of the iconic landmarks gracing the Tidal Basin area.

A 360-degree “ride” among the cherry trees around East Potomac Park on the Bloom Watch page will offer a different “look” at the cherry blossoms.

Trust for the National Mall’s #BloomCam, provided by EarthCam, provides a live feed of the Tidal Basin, allowing people from around the world to virtually view the beloved blossoming cherry trees in real time. #BloomCam will be streaming live on both the Bloom Watch page and the Trust for the National Mall website throughout the 2021 Festival, with round-the-clock views of the cherry trees along the Tidal Basin.

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, 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).

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