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National Cherry Blossom Festival Invites Area Residents to ‘Soar Into Spring’ and Celebrate the Springtime Tradition of Kite Flying Through Blossom Kite Fly

Washington, D.C. [March 1, 2021] – The National Cherry Blossom Festival today announced Blossom Kite Fly, a beautiful celebration of the longstanding tradition of kite flying modeled after the Festival’s popular Blossom Kite Festival. Presented by Otsuka America Pharmaceutical, Inc., Blossom Kite Fly invites people in the greater Washington, D.C., area and beyond to fly a kite in their backyard or neighborhood parks on Saturday, March 27 and/or Sunday, March 28.

Registration is free and open now at nationalcherryblossomfestival.org/event/blossom-kite-fly/. Participants registered by March 15 will receive first access to virtual workshops and demos, and the opportunity to purchase an official National Cherry Blossom Festival kite and limited-edition Blossom Kite Fly T-shirt.

“Blossom Kite Fly will have families and friends getting a healthy dose of fresh air and exercise as they make new memories with each other and experience the joy that comes from that springtime tradition of flying a kite,” said Diana Mayhew, president and CEO of the National Cherry Blossom Festival. “We’re excited to have people across the D.C. region, and even around the world, connect to the kite-flying community and ‘soar into spring’ safely with us through Blossom Kite Fly. We invite participants to share their experiences through their Facebook, Instagram, and other social pages using the hashtags #BlossomKiteFly and #StepIntoSpring.”

Blossom Kite Fly participants can use their creative talents to make a kite or purchase an already-assembled one. Starting March 15, the Blossom Kite Fly web page will feature virtual kite-making workshops to spark imaginations, as well as videos of world-class kite flying demonstrations from Wings Over Washington Kite Club to help participants perfect their kite-flying skills.

“The National Cherry Blossom Festival is a wonderful celebration that symbolizes the hope and new beginnings of the imminent spring season,” Kabir Nath, president and CEO, Otsuka America Pharmaceutical, Inc. “The past year has been challenging for everyone. While we cannot be together in large groups, Otsuka is pleased to sponsor the signature Blossom Kite Fly event once again. Kite flying is not only a relaxing and enjoyable pastime, but it also has been shown to have mental health benefits. We hope people will take the time to enjoy this year’s event and fly their kites high.”

The Festival encourages Blossom Kite Fly participants to show everyone how they soared by sharing photos and videos on their social media channels using the #BlossomKiteFly and #StepIntoSpring hashtags.

Blossom Kite Fly is presented by Otsuka America Pharmaceutical, Inc. and supported by Mars, Incorporated. Media partners include iHeart Radio, The Washington Informer, The Washington Post, and Washington Parent.

For more information about Blossom Kite Fly, visit nationalcherryblossomfestival.org/event/blossom-kite-fly/.

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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