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National Cherry Blossom Festival Joins With DC Area Businesses and Organizations to Welcome Spring Through City in Bloom

Cherry Blossom-Inspired Lighting, Decals, Decorations, Building Projections, and More Bring Festival's Spirit of Spring to the Community

Washington, D.C. [March 1, 2021] – The National Cherry Blossom Festival today announced how its 10th annual City in Bloom program will welcome spring through the 2021 National Cherry Blossom Festival. Starting March 20, businesses, organizations, landmarks, and other sites across the Washington, D.C., area will bring the spirit of the Festival to the community through cherry blossom-inspired lighting and decorations in windows; decals on windows, walls, and taxis; lighted projections on buildings; and more.

“The D.C. region will welcome spring in a big and beautiful way as it’s covered in all things ‘pink’ and ‘cherry blossoms’ – bringing that surprise and delight as you look around the corner,” said Diana Mayhew, president and CEO of the National Cherry Blossom Festival.

Pink lighting in windows, cherry blossom decals on storefronts, and floral projections on buildings are mainstays of the unifying visual campaign that envelops D.C. and surrounding areas, including National Harbor in Maryland and Mosaic District and National Landing in Virginia, as businesses, landmarks, and more come to life through City in Bloom.

New in 2021 is the expansion of City in Bloom to include more custom installations that dress up the region, including:

- A “pop-up park” within Concourse B, plus other cherry blossom-themed floral displays, at Dulles International Airport
- The gorgeous official 2021 Festival artwork, created by Patrick Guyton, artfully displayed in a special window showcase at Macy’s Metro Center
- Cherry blossom-themed floral displays in the pre-security National Hall area at Reagan National Airport
- A re-creation of the iconic giant blossom projections on the 14th Street facade of the Ronald Reagan Building and International Trade Center
- A message of springtime cheer on the marquee of the historic Warner Theatre

For a full list of City in Bloom participants, visit nationalcherryblossomfestival.org/city-in-bloom.

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](https://www.facebook.com/CherryBlossomFestival) (@CherryBlossomFestival), [Instagram](https://www.instagram.com/CherryBlossFest) (@CherryBlossFest), and [Twitter](https://twitter.com/CherryBlossFest) (@CherryBlossFest).

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