



Media Contact:

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

Events DC and National Cherry Blossom Festival Will Celebrate Spring With an Innovative Format

This Year's Festival Incorporates Virtual Experiences Featured on GATHER by Events DC for Everyone

Washington, D.C. [March 1, 2021] – The National Cherry Blossom Festival announced today that the 2021 springtime celebration is designed to incorporate both virtual and personal experiences for everyone to enjoy. Events DC's role continues as a leading sponsor of the 23-day celebration by providing overall support, strategic counsel, and a continuation of the longstanding relationship with the Festival. The organization's mission – to create a premier visitor experience while benefiting the city's residents and businesses through increased tax revenue – was impacted due to COVID-19, yet continues to align with the Festival's goals. Spanning four weeks, the Festival welcomes spring with events that will take place virtually on GATHER by Events DC, while encouraging participants to engage with their communities in a safe and healthy manner.

"The National Cherry Blossom Festival and Washington, D.C.'s historic cherry trees are symbolic of spring, so it's fitting for Events DC to have a long-lasting partnership with the Festival," said Greg O'Dell, president and chief executive officer of Events DC. "While we are not able to bring the parade in its familiar format, we are excited to support the Festival in an innovative and creative way that still honors the tradition of this springtime celebration safely."

Events DC plays an important role in the city to actively promote, empower, and invest in marquee partnerships across D.C., including the annual National Cherry Blossom Festival. During these challenging times, Events DC remains focused on reimagining the cultural, sport, and entertainment events. The organization's strategic investments continue to support the local community and economy, while currently aiming to help infuse energy and excitement back into the city.

GATHER delivers a fully integrated, experiential platform that will allow National Cherry Blossom Festival participants to enjoy live events from the safety and comfort of their homes. Featuring performances, virtual conferences, and content categories to fit every guest, GATHER redefines how to convene audiences and provides meaningful and memorable experiences.

The 2021 National Cherry Blossom Festival events kick off online on Saturday March 20 with the Opening Ceremony, followed by the virtual Pink Tie Party on Saturday, March 27. Other programming events include: the Petal Porch Parade, Blossom Kite Fly, the 29th National Japan Bowl (held virtually), and the virtual National Cherry Blossom Festival Celebration Show, presented by Events DC and co-hosted by Drew Barrymore, actress, entrepreneur, and talk show host, and Alison Starling, news anchor for ABC 7 (WJLA).

The Celebration Show will be broadcast online on the GATHER platform on Friday, April 9; aired locally on WJLA-TV (ABC 7) on Saturday, April 10 and on WJLA 24/7 News on Sunday, April 11; and syndicated nationally throughout April, May, and June. Check out the GATHER platform at www.gatherthedistrict.com.

The star-studded lineup, as of this date, will include:

- Singer-songwriter Amy Grant;
- Gospel legend and Grammy Award winner CeCe Winans;
- Tony-nominated Broadway star Norm Lewis;
- 2020 “American Idol” winner Samantha Diaz;
- Olympic gold medalist Kristi Yamaguchi;
- Talk show host Rachael Ray;
- A special collaboration between the National Children’s Chorus and the Kyoto Children’s Chorus (Japan);
- Winners of the Festival’s 2020 Sing into Spring Vocal Competition, Aurora Martin (soloist) and the GW Troubadours (group); and
- A showcase of Washington, D.C. this spring, highlighting reimagined Festival programming and the unique decorations blossoming throughout metro D.C. neighborhoods, businesses, and landmarks.

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 Events DC

Events DC, the official convention and sports authority for the District of Columbia, delivers premier event services and flexible venues across the nation’s capital. Leveraging the power of a world-class destination and creating amazing attendee experiences, Events DC generates economic and community benefits through the attraction and promotion of business, athletic, entertainment and cultural activities. Events DC oversees the Walter E. Washington Convention Center, an anchor of the District’s hospitality and tourism economy that hosts more than 1.7 million visitors and generates more than \$400 million annually in total economic impact, and the historic Carnegie Library at Mt. Vernon Square. Events DC manages the RFK Stadium-Armory Campus (RFK Campus), including Robert F. Kennedy Memorial Stadium, Festival Grounds at RFK Campus, The Fields at RFK Campus, the non-military functions of the DC Armory and the Skate Park at RFK Stadium. Stay current on the 190-acre RFK Campus Redevelopment Project at www.RFKCampus.com. Events DC also built and serves as landlord for Nationals Park, the first LEED-certified major professional sports stadium in the United States. Events DC manages Gateway DC, R.I.S.E. Demonstration Center and the Entertainment and Sports Arena (www.ESAontheRise.com), all conveniently located in the Congress Heights neighborhood of Washington, DC.

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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