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FOR IMMEDIATE RELEASE



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National Cherry Blossom Festival Invites Residents of DC Area and Beyond to ‘Step Into Spring’ With Innovative, Unique, and Engaging Experiences

2021 Festival Offering Virtual and Personal Elements to Bring the Celebration of Spring Into People’s Hearts and Homes

Washington, D.C. [March 1, 2021] – The National Cherry Blossom Festival today announced plans to “Step Into Spring” with the 2021 National Cherry Blossom Festival – March 20-April 11. The 2021 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. Host sponsors for the 2021 Festival are Chase, DowntownDC Business Improvement District, and Mars, Incorporated.

“That magical springtime spirit will once again bloom across the D.C. area and beyond for four weeks this March and April,” said Diana Mayhew, president and CEO of the National Cherry Blossom Festival. “The 2021 National Cherry Blossom Festival will be brought into communities in a new and exciting way through unique, entertaining online programming, a spectacular nationally syndicated television broadcast, and an abundance of family-friendly, pet-friendly and even ‘pink fancy’ virtual events and activities. We encourage safe and responsible participation, and remind people to wear masks, keep socially distanced, and adhere to health and safety guidelines.”

On Friday, March 20 – the first day of spring and the opening day of the 2021 Festival – the District and surrounding communities will come alive with all things “pink” “cherry blossoms,” and “spring” through visual art installations, neighborhoods decorations, cherry blossom projections on buildings, and more.

“We’re really going beyond the blossoms this year to bring the cherished celebration of spring straight into neighborhoods, and even to people’s doorsteps, and I couldn’t be more excited,” said Mayhew.

Young people will be a key focus for the 2021 Festival, with an enhanced Blossom Kids program and other virtual and hybrid activities created with younger participants in mind.

New programs on tap for the 2021 Festival include:

- Art in Bloom, an imaginative project that will bring the spirit of spring into neighborhoods across the area through a community-wide installation of 25 oversized cherry blossom statues painted by local artists – presented by Amazon
 - Starting Friday, March 20
- Paws & Petals Parade, a fun virtual parade created using community-submitted videos of pets strutting their stuff – walking, running, prancing, doing tricks, and donning costumes – presented by Mars Petcare, part of Mars, Incorporated

- Posting to Festival's Instagram Story on Saturday, April 3
- Petal Porch Parade, a special neighborhood decorating initiative to deepen the sense of community and inspire creativity among friends and family, and Petal Procession, a drive-thru of select neighborhoods in "flowery" art vehicles, provided by TOYOTA – presented by Amazon
 - Petal Porch Parade – Saturday, March 20-Sunday, April 11
 - Petal Procession – Saturday, April 10 and Sunday, April 11

Reimagined programs from previous Festivals include:

- The 2021 National Cherry Blossom Festival Opening Ceremony, an artistic celebration honoring the Festival's roots, featuring performers from Japan and the U.S. – co-presented by The Japan Foundation
 - Saturday, March 20 (livestreamed)
- Blossom Kite Fly, a beautiful celebration of the longstanding tradition of kite flying modeled after the Festival's Blossom Kite Festival, featuring personal neighborhood and backyard kite-flying events and a series of family-friendly virtual and online activities – presented by Otsuka America Pharmaceutical, Inc.
 - Saturday, March 27 and Sunday, March 28
- Pink Tie Party, a fun evening social event with a purpose, taking place in attendees' homes and on Zoom, and entertaining through fashion, food, drink, entertainment, giveaways, an online auction, and a sake lesson and tasting as it helps bring business to D.C. area restaurants – presented by Amazon and Events DC
 - Friday, March 26
- The National Cherry Blossom Festival Celebration Show, an entertainment spectacular celebrating the cherry blossoms, Festivals past and present, and springtime in D.C. – presented by Events DC
 - Premiering on GATHER by Events DC on Friday; April 9, airing locally on WJLA-TV (ABC 7) on Saturday, April 10 and on WJLA 24/7 News on Sunday, April 11; and syndicating nationally, April-June
- Cherry Picks, a special program supporting D.C. area restaurants and celebrating the area's vibrant, diverse, and delicious cuisine – presented with Restaurant Association of Metropolitan Washington
 - Saturday, March 20-Sunday, April 11 (takeout and delivery options available)
- City in Bloom, an opportunity for businesses, organizations, landmarks, and other sites to welcome spring and bring the spirit of the Festival to the greater D.C. community through cherry blossom-inspired lighting and decorations in windows, cherry blossom decals on windows, walls, taxis, and more, and lighted projections on buildings
 - Friday, March 20-Sunday, April 11

The Festival encourages participants to engage with the community by posting pictures, videos, and memories to their social media channels using the hashtags #StepIntoSpring and #SpringBlossomsHere.

For more information about the 2021 Festival, 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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