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MARS

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National Cherry Blossom Festival Partners With Mars Petcare to Present the First Annual Virtual Paws & Petals Parade

Washington, D.C. [March 1, 2021] – The National Cherry Blossom Festival today announced it has partnered with Mars Petcare, part of Mars, Incorporated, to present the first annual virtual Paws & Petal Parade. The Paws & Petals Parade will give pet owners the opportunity to have their furry friends included as part of an entertaining virtual parade of pets that will be posted to the Festival's Instagram Story on April 3.

The Festival invites people in the Washington, D.C., area and beyond to send in short videos of their pets walking, prancing, doing tricks, and donning costumes for the chance to be featured in the special Paws & Petals Parade video. The full gallery of video submissions will be available for viewing on the Festival's website after the debut on Instagram. For more details about Paws & Petals Parade, visit <http://nationalcherryblossomfestival.org/petparade>.

"Mars is excited to be back again in 2021 as a host sponsor of the National Cherry Blossom Festival," said Jam Stewart, vice president of Corporate Affairs for Mars Petcare. "Over this past year, we've seen more people than ever before turning to their pets as a source of companionship. Our BETTER CITIES FOR PETS program is founded on the belief that pets make our lives better, so we're thrilled to see this year's National Cherry Blossom Festival include safe, creative ways for people and pets to spend quality time together."

This year's Festival also encourages fans to participate in a 30-day Step Challenge as they bring along their pets and track their steps from March 19-April 19. For more information about the challenge, visit nationalcherryblossomfestival.org.

"The last year has proven that pets are an integral part of families," said Diana Mayhew, president and CEO of the National Cherry Blossom Festival. "We're proud to continue this partnership with Mars, Incorporated to welcome both people who love pets and the pets who are loved by them to the Festival each spring."

Other virtual and personal programs, activities, and events for the 2021 Festival that will welcome pets this year include:

- [Art in Bloom](#)
- [Blossom Kite Fly](#)
- [National Cherry Blossom Festival Celebration Show](#)
- [Petal Porch Parade and Petal Procession](#)
- [Pink Tie Party](#)

Guided by the BETTER CITIES FOR PETS™ program from Mars Petcare, the Festival has enabled nearly all programming to welcome pets as participants since 2018. To learn more about how to make sure your pet is festival-prepared, visit <https://nationalcherryblossomfestival.org/pets/>.

BETTER CITIES FOR PETS advocates for fewer pets in shelters, more pet-friendly places, and happier, healthier lives for both people and pets. To join the BETTER CITIES FOR PETS movement, get more information about Mars Petcare, and access resources, such as the [Playbook for Pet-Friendly Playbook](#) to help create more pet-friendly communities, visit www.bettercitiesforpets.com.

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 Mars, Incorporated

For more than a century, Mars, Incorporated has been driven by the belief that the world we want tomorrow starts with how we do business today. This idea is at the center of who we have always been as a global, family-owned business. Today, Mars is transforming, innovating and evolving in ways that affirm our commitment to making a positive impact on the world around us.

Across our diverse and expanding portfolio of confectionery, food, and petcare products and services, we employ 133,000 dedicated Associates who are all moving in the same direction: forward. With \$40 billion in annual sales, we produce some of the world's best-loved brands including DOVE®, EXTRA®, M&M's®, MILKY WAY®, SNICKERS®, TWIX®, ORBIT®, PEDIGREE®, ROYAL CANIN®, SKITTLES®, BEN'S ORIGINAL™, WHISKAS®, COCOAVIA®, and 5™; and take care of half of the world's pets through our pet health services AniCura, Banfield Pet Hospitals™, BluePearl®, Linnaeus, Pet Partners™, and VCA™.

We know we can only be truly successful if our partners and the communities in which we operate prosper as well. The Mars Five Principles – Quality, Responsibility, Mutuality, Efficiency and Freedom – inspire our Associates to take action every day to help create a world tomorrow in which the planet, its people and pets can thrive.

For more information about Mars, please visit www.mars.com. Join us on [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#), and [YouTube](#).

About BETTER CITIES FOR PETS™

The BETTER CITIES FOR PETS™ program was created by Mars Petcare, the world's leading pet nutrition and health care business, to help communities become more pet-friendly by bringing the voice of pets and their owners to places of influence and advocating for fewer pets in shelters, more pet-friendly places, and happier, healthier lives for both people and pets. Mars Petcare works with key partners, businesses and local governments to better understand how to improve communities by: providing safe and welcoming shelters that lead to forever homes; encouraging pet-friendly, responsible homes for pets; welcoming more pets into local businesses, and giving pets plenty of park space to play. In 2019 the

company launched the BETTER CITIES FOR PETS™ certification which recognizes and celebrates cities that are putting programs and policies into place to make life better for people and pets. For more information about the BETTER CITIES FOR PETS program and the BETTER CITIES FOR PETS certification, visit BetterCitiesForPets.com.

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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