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National Cherry Blossom Festival Brings the Blossoms Home with Petal Porch Parade, Presented by Amazon

Special Petal Procession of TOYOTA Art Vehicles Will Tour Through Select DC Area Neighborhoods on April 10 and April 11

Washington, D.C. [March 1, 2021] – The National Cherry Blossom Festival today announced Petal Porch Parade, a new program presented by Amazon that will bring both the spirit of the 2021 National Cherry Blossom Festival and civic pride into D.C. neighborhoods and adjacent communities through decorated porches, yards, windows, and balconies.

The neighborhoods with the densest number of decorated homes have the opportunity to be chosen for the inaugural Petal Procession on Saturday, April 10 and Sunday, April 11. Petal Porch Parade registration is open now through March 15 at nationalcherryblossomfestival.org/event/porch-parade.

“Petal Porch Parade will connect communities across the region and welcome springtime in a unique and imaginative way as people adorn the outside of their houses, apartments, and condos in all things ‘spring’ and ‘cherry blossom,’” said Diana Mayhew, president and CEO of the National Cherry Blossom Festival. “Friends and families can have fun channeling their creativity as they come up with designs that showcase that hopeful and renewing spirit of spring and go about collecting and installing their decorations.”

Petal Porch Parade participants can have friendly DIY (do it yourself) design challenges with their friends and neighbors. Residents can use fabric, wood, paper, real or artificial flowers, and any number of other materials for their decorations. Many household items can symbolize and highlight the spirit of spring.

Participants can purchase items or use what they already have in their homes. They can pick up decorating and DIY crafting tips from local makers and creators like Beth Baldwin, Emily Paluska, and Carolyn Sewell by watching their videos at the Petal Porch Parade web page.

A virtual map with the locations of all registered Petal Porch Parade homes will be also be available on the page, so the community can plan a walk or drive around the neighborhoods to see and share in the celebration of spring.

“We encourage residents to have an adventure on their own streets as they walk, bike, or scooter around, anytime between March 20 and April 11, to view their neighbors’ Petal Porch Parade creations – practicing all social distancing recommendations, of course,” said Mayhew.

“Petal Porch Parade will deepen the sense of community as people enjoy coming up with and installing their designs, as well as experiencing the finished creations in their neighbors’ porches, yards, and windows,” said Maria Barry, advisory neighborhood commissioner (ANC) for 4C02.

Individual Petal Porch Parade designs will not be judged; however, neighborhoods with the highest concentration of participants will be chosen for the Petal Procession of 10 TOYOTA vehicles painted with

unique designs by local artists. The Petal Procession will bring more springtime cheer as it rolls through the community on April 10 and April 11.

Ten talented local artists, including Sally Evans, Kate Fleming, Eddie Harris, Matt Long, Tendani Mpulubusi, Maggie O'Neill, Shawn Perkins, Juan Pineda, Chelsea Ritter-Soronen, and Samantha Testa, have been chosen to paint the Petal Procession vehicles.

The Festival invites Petal Porch Parade participants to share their creations by posting photos and videos to social media and tagging the Festival with the #PetalPorchParade hashtag.

Petal Porch Parade and Petal Procession are being presented by Amazon and supported by Chase and TOYOTA. Additional supporters include Big Bus Tours and DC Commission on the Arts and Humanities.

For more details about Petal Porch Parade and Petal Procession, visit nationalcherryblossomfestival.org/event/porch-parade.

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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