



## FOR IMMEDIATE RELEASE

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## EVENTS DC AND NATIONAL CHERRY BLOSSOM FESTIVAL CONTINUE TO PARTNER AND WELCOME SPRING TO WASHINGTON, DC

**Washington, DC** [March 1, 2017] – The National Cherry Blossom Festival announced Events DC’s role as a leading sponsor of the 2017 28-day celebration. Events DC provides overall support and strategic counsel, continuing a 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, aligns with the National Cherry Blossom Festival. Spanning three weeks and four weekends, the Festival welcomes spring with events that are primarily free and open to the public, attracting more than 1.5 million participants and providing significant economic impact and entertainment value.

“We look forward to welcoming the return of this annual springtime tradition and celebration that showcases Washington, DC as a cosmopolitan city on a global stage,” said Gregory A. O’Dell, president and chief executive officer of Events DC. “The National Cherry Blossom Festival is a perfect model for Events DC – enabling us to work with our partners to create premier event experiences while generating economic impact for the city’s residents and businesses.”

Events DC plays an important role in the city to actively promote, empower and invest in marquee partnerships across the District of Columbia including the annual National Cherry Blossom Festival. Whether cultural, sports or entertainment related, Events DC’s strategic investments help to infuse the local community with energy and excitement while attracting business and tourism to Washington, DC. By maximizing partnership synergies like the National Cherry Blossom Festival, Washington, DC is able to attract more events and keep visitors in the city longer – while ultimately increasing the District’s economic footprint.

Events DC Cherry Blast! is back – it brings the sights, sounds, scents and tastes of Japan to Washington, DC on Friday, April 14 from 7:00 p.m. to midnight as Dock 5 at Union Market is transformed into a vibrant Tokyo streetscape featuring a night market with authentic street food curated by Chef Erik Bruner-Yang of Maketto, craft vendors, interactive art displays and a pulsating soundstage with DJs and entertainers to fuel the dance party throughout the night. Events DC is once again the presenting sponsor of the 2017 National Cherry Blossom Festival Parade®, held Saturday, April 8 from 10:00am – noon along Constitution Avenue, NW. The Parade is one of the Festival’s most iconic and visible events, attracting more than 100,000 attendees, and through the support of Events DC, will be nationally syndicated to thousands of viewers across the country. The Parade airs locally on WJLA/ABC7 in a delayed telecast from noon – 2:00pm.

### About the National Cherry Blossom Festival

The National Cherry Blossom Festival is the nation’s greatest springtime celebration. The 2017 Festival, March 15 – April 16, includes four weeks of events featuring diverse and creative programming promoting traditional and contemporary arts and culture, natural beauty, and community spirit. Visit [nationalcherryblossomfestival.org](http://nationalcherryblossomfestival.org) or call 877.44.BLOOM for more information and find us on [Facebook](https://www.facebook.com/CherryBlossomFestival/) (CherryBlossomFestival), [Twitter](https://twitter.com/CherryBlossFest) (@CherryBlossFest), and [Instagram](https://www.instagram.com/CherryBlossFest) (@CherryBlossFest).

### 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 generates over \$400 million annually in total economic impact, and the historic Carnegie Library at Mt. Vernon Square. Events DC manages the Stadium-Armory campus, which includes Robert F. Kennedy Memorial Stadium and surrounding Festival Grounds, the non-military functions of the DC Armory and Maloof Skate Park at RFK Stadium. Events DC also built and now serves as landlord for

Nationals Park, the first LEED-certified major professional sports stadium in the United States. For more information, please visit [www.eventscdc.com](http://www.eventscdc.com).

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