



SUBMIT YOUR FAVORITE FESTIVAL MOMENTS TO WIN TICKETS TO TOKYO ON ANA

#BlossomMoments celebrates 90th anniversary of the National Cherry Blossom Festival

Washington, DC [March 1, 2017] – All Nippon Airways (ANA) and the National Cherry Blossom Festival (Festival) today announced the launch of the #BlossomMoments campaign in celebration of the 90th anniversary of the first Festival. Fans are invited to share their favorite Festival moments on social media for a chance to win two round-trip tickets to Tokyo on ANA, Japan's five-star airline. Additionally, for every 100 entries to the competition, ANA will plant one new Cherry Blossom tree in the Washington Metropolitan Area for future generations to enjoy.

Throughout the duration of the National Cherry Blossom Festival, fans can enter the sweepstakes on Facebook, Twitter, and Instagram by using #BlossomMoments and tagging ANA in their post. Tag ANA on [Facebook](#) ([ana.northamerica](#)), [Twitter](#) (@FlyANA_official) and [Instagram](#) (@allnipponairways_official).

“This campaign will be a great way to encourage fans to share their most cherished memories of the National Cherry Blossom Festival and to create new ones as well,” said Mr. Hideki Kunugi, ANA's SVP, The Americas. “ANA's partnership with the National Cherry Blossom Festival serves as a symbol of appreciation to our U.S. customers and as a bridge to further strengthen the U.S.-Japan relationship.”

This is the second year that ANA has supported the Festival at the highest level as a Leadership Circle Sponsor. ANA also returns as the Presenting Sponsor for the Festival's Pink Tie Party and ANA Performance Stage at the Tidal Basin, as well as the Supporting Sponsor of the National Cherry Blossom Festival Parade®. ANA was founded in 1952 and is the largest airline in Japan, now directly flying to 12 North American and Central American destinations, including Washington, DC.

The 2017 Festival honors the historic gift of 3,000 cherry trees from Tokyo to Washington, DC. What started as a simple ceremony in 1927 has grown into the nation's most famous springtime celebration, creating joyful moments and memories for more than 1.5 million people each year. This year's festivities will take place March 15 through April 16. For more information, visit [nationalcherryblossomfestival.org](#).

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](#) or call 877.44.BLOOM for more information and find us on [Facebook](#) (CherryBlossomFestival), [Twitter](#) (@CherryBlossFest), and [Instagram](#) (@CherryBlossFest).

About ANA

All Nippon Airways (ANA) is the largest airline in Japan by revenues and passenger numbers. Founded in 1952, ANA flies today on 87 international routes and 114 domestic routes. The ANA group has 35,000 employees and a fleet of about 260 aircraft. In FY2015, it carried 50.8 million passengers and generated revenues of 1.79 trillion Japanese yen. ANA offers trans-Pacific connections between Asia through the gateway of Japan and 11 North American and Central American destinations namely; New York, Washington D.C, Chicago, Los Angeles, San Francisco, San Jose, Seattle, Houston, Vancouver, Honolulu and Mexico City. ANA has been a member of Star Alliance since 1999 and has joint-ventures with United Airlines on trans-Pacific and Asia routes and with Lufthansa, Swiss International Airlines and Austrian Airlines on Japan-Europe routes. Its Frequent Flyer Program, ANA Mileage Club, has more than 26 million members. ANA was voted Airline of the Year for 2013 by Air Transport World Magazine, and in 2016 was awarded five stars for the fourth consecutive year by the world's leading Airline and Airport review site, SKYTRAX. ANA is the launch customer and biggest operator of the Boeing 787 Dreamliner.

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Contact:

Jean Saito
ANA Public Relations
j.saito@fly-ana.com

Nora Strumpf
Public Relations & Media
nstrumpf@ncbfdc.org
202-638-8374