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2017 OFFICIAL FESTIVAL SOUVENIRS AND GIFTS ARE HERE!

Washington, DC [March 1, 2017] – A variety of items commemorating the 2017 National Cherry Blossom Festival are now available. Official Festival merchandise may be purchased at ncbfstore.org and at various Festival events.

National Cherry Blossom Festival Merchandise and Information Headquarters at Union Station is located in the Main Hall, outside the West Hall, March 13-April 19. Shop for official merchandise and get valuable information about Festival events, weekdays (10 a.m.-7 p.m.), Saturdays (9:30 a.m.-7 p.m.), and Sundays (10 a.m.-5 p.m.). Additional official merchandise kiosks can also be found at The Festival Welcome Center at the Tidal Basin and are open daily March 15 – April 2 (10 a.m.-7 p.m.).



The 2017 official artwork was created by Naturel, a DC-based artist whose talents have also attracted the eyes and ears of celebrity clients such as Swizz Beatz, Rihanna, Spike Lee, Paul Rosenberg and LeBron James, among many others. The one-of-a-kind artwork is an annual collector's item, and is featured on the 2017 poster and official merchandise. For every poster sold, Guest Services will donate \$1 to the Trust for the National Mall's Cherry Tree Endowment Fund.



The expanded merchandise line offers specially sourced boutique items and exclusive Festival and cherry-blossom themed products not available elsewhere, including the 2017 collectible lapel pin (right), inspired by the official artwork. Find gifts and souvenirs in all price ranges, including a Festival-themed coloring book, children's items, books, stationery, home accessories, jewelry, apparel for all ages, tote bags, and much more.

Proceeds from all official merchandise sales support the Festival, a 501(c)(3) not-for-profit organization, helping to keep the majority of its events free and open to the public.

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](https://www.facebook.com/CherryBlossomFestival/) (CherryBlossomFestival), [Twitter](https://twitter.com/CherryBlossFest) (@CherryBlossFest), and [Instagram](https://www.instagram.com/CherryBlossFest) (@CherryBlossFest).

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