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**CONTACT:**

**Nora Strumpf**  
**202.638.8374 (o)**  
**[nstrumpf@ncbfdc.org](mailto:nstrumpf@ncbfdc.org)**

**DC METRO AREA LIGHTS UP IN CELEBRATION OF CITY IN BLOOM CAMPAIGN**

*Campaign will feature the city in pink lighting for the sixth year*

**Washington, DC** [March 1, 2017] – The [City in Bloom](#) campaign visually unites and energizes the DC metro area throughout the National Cherry Blossom Festival. Buildings, retailers, public transportation entities, and more showcase the start of spring with pink lighting and thousands of blossom decals, welcoming attendees with the energy and vibrancy of the nation’s greatest springtime celebration.

Lighting participants from March 20 – April 16 include, but are not limited to:

- Capital Wheel
- Brookfield Office Properties
- Arena Stage
- Warner Theater
- Hard Rock Cafe
- Union Market
- Dulles Airport
- Ronald Reagan International Airport
- Capital Riverfront BID
- City Center DC
- Golden Triangle
- Douglas Development
- Downtown DC BID
- Newseum
- NPR
- Bicycle SPACE
- The Wilson Building

Throughout the Festival, bright blossom decals will be seen on national pedicabs inside metro stations, with the participation and support of Washington Metropolitan Area Transit Authority, respectively. The DC Circulator’s Blossom Bus will return, and Capital Bikeshare’s fleet of more than 1,500 bikes will bloom with decals. Individuals can join by purchasing a variety of decorative products for cars and personal use, available [online](#).

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](#) (CherryBlossomFestival), [Twitter](#) (@CherryBlossFest), and [Instagram](#) (@CherryBlossFest).

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