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DC METRO AREA LIGHTS UP IN CELEBRATION OF CITY IN BLOOM CAMPAIGN
Campaign will feature the city in pink lighting for the fifth year

Washington, DC [March 2, 2016] – 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 17 include, but are not limited to:

- Reagan National & Dulles International Airports
- Hard Rock Café
- The Capital Wheel at National Harbor
- One Franklin Square
- Union Market
- Warner Theatre
- Chinatown Row
- The Marlo Building
- Workhouse Arts Center
- Nationals Park
- Capitol Riverfront BID
- Golden Triangle BID
- NPR
- Wonder Bread Facility

Throughout the Festival, bright blossom decals will be seen on taxis and inside metro stations, with the participation and support of Washington Metropolitan Area Transit Authority, respectively. The DC Circulator will debut its Blossom Bus, Capital Bikeshare’s fleet of more than 2,500 bikes will bloom with decals, and hundreds of local Dunkin Donuts will adorn their shops in pink blossoms. 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 2016 Festival, from March 20 to April 17, includes three spectacular weeks and four weekends 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).

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