

FOR IMMEDIATE RELEASE



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SOAR INTO SPRING AT THE BLOSSOM KITE FESTIVAL ON THE NATIONAL MALL

Washington, DC [March 1, 2017] – The National Cherry Blossom Festival will kick off kite-flying season with the Blossom Kite Festival on Saturday, April 1 on the grounds of the Washington Monument (Constitution Avenue and 17th Street, NW) from 10 a.m. to 4:30 p.m. The event will once again create a colorful spectacle against the backdrop of iconic downtown monuments, and includes five areas to explore and enjoy: the Competition & Demonstration Field, Public Field, Kite Club Display Area, Family Field, and Activity Tents. A mini-parade steps off at 10:00 a.m. to launch the day.

The Blossom Kite Festival includes the following:

- **Competition & Demonstration Field:** experienced and first-time kite makers enter the adult **Kite Makers Competition**
- **Kite Ballets:** master kite fliers synchronize their kites to music
- **Rokkaku Battle:** hexagonal-shaped fighter kites commonly flown in Japan are flown by teams in a competition to “cut” or “ground” opposing kites
- **Lessons Field:** attendees learn kite flying techniques – perfect for a first-time flier
- **Hot Tricks Showdown:** multi-line kite fliers engage in a series of one-on-one competitions and maneuver their sport kites in amazing flight patterns during 30 seconds of music. Winners are selected by audience applause.
- **Team Island Quad:** quad line team from British Columbia perform unique kite routines to music

All attendees are welcome to fly their own kites on the **Public Field** (no registration is required). In the **Kite Club Display Area**, master kite fliers and kite makers showcase their prized kites. This area is limited to invited individuals and clubs. Youth competitions and a bubble show will take place on the **Family Field**.

Families can also get expert advice and practice new skills. At the “Blossom Build-Off” competition, teams will be challenged to create a kite using a trash bag and minimal supplies. The activity tent area includes a kite making tent with the West Indian-American Kite Association, a virtual reality tour at the National Park Service tent, a writing activity at the Jumpstart at George Washington University tent and kite repairs at the John Oxenham Memorial Kite Hospital.

The Blossom Kite Festival is produced by the National Cherry Blossom Festival with the assistance of a Kite Advisory Committee. The event is supported by Macy’s with media partners Washington Parent Magazine and BIG 100.3.

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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