

TRUST FOR THE
NATIONAL
MALL



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National Cherry Blossom Festival

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**Trust for the National Mall and National Cherry Blossom Festival Join
Efforts to Conserve Trees at Tidal Basin**

*Groups align to raise funds for the official Cherry Tree Endowment that annually
preserves, protects and replaces the beloved trees*

WASHINGTON, D.C. (March 2017) — The Trust for the National Mall and the National Cherry Blossom Festival announced today that they are forming a new alliance to benefit the Cherry Tree Endowment. Both organizations will collaborate on marketing and sponsorship development in an effort to promote and advance this conservation effort. As part of the new partnership, The Trust for the National Mall will be designated as an official non-profit partner of the National Cherry Blossom Festival.

The cherry trees were a gift to Washington, D.C. from the city of Tokyo in 1912, symbolizing the sustained and lasting friendship between Japan and the United States. The new partnership aims to raise awareness and funds for the Cherry Tree Endowment, which is focused on the preservation and protection of more than 3,800 flowering cherry trees that line the Tidal Basin on the National Mall. Each year, more than 90 trees are replaced at a cost of \$600 per tree, along with other maintenance to repair the walkways and seawall. In order to maintain this national treasure, funds raised by this joint effort will contribute to the endowment to both protect the existing stock and replace failing trees.

“The National Cherry Blossom Festival attracts millions of visitors each year, making it the perfect venue to raise awareness about the need to preserve the cherry trees. There is a shared responsibility to sustain this wonderful gift to our nation, and the Trust – in partnership with the Festival – is dedicated to helping bring in necessary funds to appropriately care for the iconic trees and surrounding Tidal Basin,” said Catherine Townsend, President of the Trust for the National Mall.

“The Festival’s collaboration with the Trust for the National Mall will enable us to play a larger role in safeguarding the cherry trees,” said Diana Mayhew, President of the National Cherry Blossom Festival. “Together, we will be protecting an iconic symbol of international friendship that is beloved and enjoyed by many.”

The 2017 National Cherry Blossom Festival will be held March 15 – April 17. For more information on how to support the work of preserving and replacing the cherry trees and surrounding areas, please visit www.nationalmall.org/cherrytrees.

About Trust for the National Mall

Celebrating ten years of partnership with the National Park Service, the Trust for the National Mall is dedicated to sustainably restoring, improving and preserving the National Mall. Home to the iconic monument, memorials and grounds stretching from the U.S. Capitol to the Lincoln Memorial, the Mall hosts 33 million visits each year. With more than \$840 million in deferred maintenance and needed upgrades, this public-private partnership is a model for bringing critical resources to the National Mall, home to the enduring symbols of our democracy, for present and future generations. Learn more at www.nationalmall.org, and find us on [Facebook](#) (NationalMall), [Twitter](#) (@TheNationalMall), and [Instagram](#) (@TheNationalMall).

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).

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