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NATIONAL CHERRY BLOSSOM FESTIVAL HONORED WITH EIGHT PINNACLE AWARDS FROM THE INTERNATIONAL FESTIVAL & EVENTS ASSOCIATION

Washington, DC [September 28, 2015] – The National Cherry Blossom Festival received eight prestigious Pinnacle Awards from the International Festivals & Events Association (IFEA). Each year, The Pinnacle Awards competition showcases excellence in advertising, community outreach, sponsorship, education, media relations, merchandising, and more.

This year, the Festival earned:

- **Gold** – Best Sponsor Partner for the DowntownDC Business Improvement District partnership
- **Gold** – Best Full Length TV Program for the nationally syndicated National Cherry Blossom Festival Parade®
- **Silver** – Best New Attendee Service for the ParkedIn App
- **Bronze** – Best Full Length TV Program for the local broadcast of the National Cherry Blossom Festival Parade®
- **Bronze** – Best Organizational Website for www.nationalcherryblossomfestival.org
- **Bronze** – Best Miscellaneous Printed Materials for the Annual Review
- **Bronze** – Best Pin
- **Bronze** – Best Media Relations Campaign

The 2015 Festival (March 20 –April 12) brought 1.5 million people from across the world together to celebrate spring in Washington, DC and honor the 103rd anniversary of the gift of trees from Japan with outstanding programming spanning four signature weekends.

“We are thrilled to be honored among the world’s best festivals,” said National Cherry Blossom Festival President Diana Mayhew. “Thank you to our community partners, sponsors, supporters, and staff for all that they do to make the Festival a success each spring.”

Headquartered in Boise, Idaho, IFEA is *The Premiere Association Supporting and Enabling Festival & Event Professionals Worldwide*. For a complete list of winners and more information, go to www.ifea.com.

The National Cherry Blossom Festival is the nation’s greatest springtime celebration. The 2016 Festival, March 20 – 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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