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CONTACT:

Elizabeth Derringer/Peter Max Studio
212-874-6700x2112/lderringer@petermax.com

Danielle Piacente/ National Cherry Blossom Festival
202-638-8374/danielle@downtowndc.org

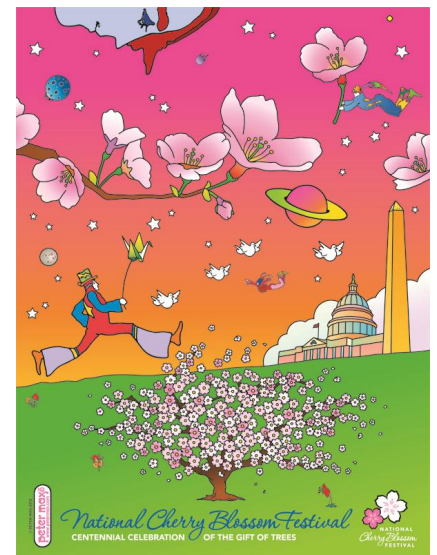
PETER MAX CREATES OFFICIAL ARTWORK FOR CENTENNIAL CELEBRATION

Washington, DC [September 28, 2011] . The [National Cherry Blossom Festival](http://www.nationalcherryblossomfestival.org) is thrilled to announce that world-renowned artist [Peter Max](http://www.petermax.com) has been named Official Artist for the 2012 Centennial Celebration, and has created the 2012 commemorative poster. His iconic style captures the vivid experience of the Festival, especially in 2012, as the Festival expands to five weeks from March 20 . April 27, in honor of the 100-year anniversary of the gift of trees from Tokyo to Washington, DC.

The Festival will pay tribute to 100 years of blossoms with prestigious arts and culture, key environmental initiatives, and more community spirit than ever before. Max's one-of-a-kind artwork, pictured at right, will be sold as a poster, available now at www.nationalcherryblossomfestival.org, and on t-shirts, coffee mugs, and ornaments, available later this fall.

The inspiration behind my artwork for the Festival is simple, explained Max. I have always loved when spring arrives and the cherry blossoms bloom. It is a sign of renewal and the warm weather to follow. I have spent a lot of time in Washington, DC, having visited Presidents and dignitaries. The combination the two inspired me to capture the essence of the beautiful springtime National Cherry Blossom Festival, he continued.

Since the late 1960s, Peter Max's work has been an artistic symbol of American pop culture. His images form a scrapbook illustrating 40 years of Americana. Max's imagination and vision can be found in over 100 museums and galleries throughout the world and on a variety of canvases, including the Berlin Wall and a Boeing 777 jumbo jet, currently in use by Continental Airlines. Max has painted portraits of numerous world leaders, including the last six U.S. Presidents, the Dalai Lama, and Mikhail Gorbachev. He has also been designated Official Artist of numerous international events, including six Grammy Award broadcasts, three World Fairs, and six Super Bowls.



The National Cherry Blossom Festival is Washington, DC's and the nation's greatest springtime celebration. The 2012 Festival, March 20 . April 27, includes 5 spectacular weeks of events featuring diverse and creative programming promoting traditional and contemporary arts and culture, natural beauty, and community spirit. The 2012 Festival commemorates the 100th anniversary of the gift of the cherry blossom trees and the enduring friendship between the United States and Japan.

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