



## FOR IMMEDIATE RELEASE

### CONTACT:

Margot Glasspiegel/National Geographic  
(202) 857-7662  
[mglasspi@ngs.org](mailto:mglasspi@ngs.org)

Danielle Piacente/National Cherry Blossom Festival  
(202) 638-8374  
[danielle@downtowndc.org](mailto:danielle@downtowndc.org)

### CHERRY BLOSSOMS: The Official Book of the National Cherry Blossom Festival

WASHINGTON, DC [January 23, 2012] -- Washington's cherry blossom trees have enchanted residents and visitors for a century. In the spring of 2012, the National Cherry Blossom Festival celebrates the 100-year anniversary of the gift of 3,000 cherry trees from Tokyo to Washington, DC. To mark the event, National Geographic is publishing **CHERRY BLOSSOMS: The Official Book of the National Cherry Blossom Festival** (National Geographic Books; on sale February 28, 2012; ISBN 978-1-4262-0921-5; hardcover; \$30), written by Ann McClellan and photographed by Ron Blunt.

The book tells the story of how the gift of trees in 1912 spawned the nation's greatest springtime celebration, which has grown into an eagerly anticipated, multiweek, event-filled extravaganza attended by more than a million people annually. Richly illustrated with historical images as well as sumptuous photographs of cherry blossoms and National Cherry Blossom Festival festivities, the book includes a history of the cherry blossoms, signature events of the annual Festival and best ways to enjoy it, community celebrations and entertainment. It also features the different varieties of cherry blossoms and includes places around the nation where one can enjoy the beautiful blooms.

Author **Ann McClellan** has held executive positions at the Smithsonian Institution, World Wildlife Fund, American Lung Association, American Association of Museums and George Washington University Law School. She is a longtime Washington, DC resident and cherry blossom enthusiast. **Ron Blunt** is a master photographer celebrating 25 years of award-winning architectural and landscape imagery. He has worked with such organizations as the Smithsonian, National Trust for Historic Preservation and George Washington's Mount Vernon Estate and Gardens.

This year's five-week Centennial Celebration, March 20 to April 27, offers a tribute to the Festival's rich history and includes world-class events. In conjunction with the Festival, National Geographic will host a ticketed museum exhibition, *Samurai: The Warrior Transformed*, from March 7 through September 3, 2012. The exhibit will feature a gallery showcasing the photography of Eliza Scidmore, the first woman on the board of trustees at National Geographic, who played an integral role in bringing the cherry blossoms to Washington. In conjunction with this exhibit, *National Geographic Live* will screen three classics of Japanese cinema, all featuring the iconic Toshiro Mifune and presented in stunning 35mm, on March 3, 2012.

The National Cherry Blossom Festival is the nation's greatest springtime celebration. The 2012 Festival, March 20 through April 27, includes five 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.

877.44.BLOOM // [nationalcherryblossomfestival.org](http://nationalcherryblossomfestival.org)  
[@CherryBlossFest](https://www.facebook.com/CherryBlossomFestival) // [facebook.com/CherryBlossomFestival](https://www.facebook.com/CherryBlossomFestival)

###