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**FOR IMMEDIATE RELEASE**

**FOTODC AND THE NATIONAL CHERRY BLOSSOM FESTIVAL ANNOUNCE SECOND ANNUAL NATIONAL CHERRY BLOSSOM PHOTO CONTEST**

Washington, DC [January 10, 2012]--FotoDC and the Festival will co-produce the second annual National Cherry Blossom Photo Contest focused on the nation's greatest celebration springtime celebration. Imagination is encouraged to capture the 100-year anniversary of the gift of trees from Tokyo to Washington, DC in a bold new way.

The contest runs from February 3 through midnight on April 15. Entries submitted by Sunday, March 11, will receive a 20% discount off submission fees. Images taken over previous years and during the 2012 Festival (March 20 - April 27) will be accepted. Winners will be selected in multiple categories and receive cash prizes, online exposure, and will be exhibited through various mediums during the Festival. Images created via any form of photography will be considered (digital, mobile phone, film and alternative processes), but must be submitted electronically at [cherryblossom.fotodc.org](http://cherryblossom.fotodc.org).

Categories of entry are as follows:

- **Landscapes/Nature:** scenic photos that show the beauty of blossoms and the trees at and around the Tidal Basin
- **People:** images showing crowds or individuals enjoying the cherry blossoms
- **Festivities:** action-filled images of the Festival and its relevant events that take place beyond the blooms, such as the Opening Ceremony, Southwest Waterfront Fireworks Festival, National Cherry Blossom Festival® Parade, and performances (a full list of events can be found at [nationalcherryblossomfestival.org/events](http://nationalcherryblossomfestival.org/events))
- **Vintage:** Images taken from 1930 - 1999. Images can be scanned and moderately retouched.

Each category will have first, second, and third place winners, receiving cash prizes of \$300, \$200, and \$100 respectively. A series winner in each category will also be awarded \$300, defined as a submission of three or more photos that convey a collective thought or a body of work with a singular vision. Supplementary prizes will be awarded for people's choice and best in show winners. A distinguished panel of judges will select the outstanding work that will be announced and recognized with a celebration of the winners at a special event. Details and entry rules for the contest can be found at [cherryblossom.fotodc.org](http://cherryblossom.fotodc.org).

Founded in 2008, FotoWeek DC is a 501(c)(3) non-profit organization that has evolved from a city-centric photography festival to **FotoDC**, a multi-season tribute to photography in all its forms. FotoDC's primary focus is to discover exciting photography from emerging and established photographers. FotoDC celebrates the transformative power of photography through the exhibition of inspiring and provocative images, diverse programming, and collaboration with the local and international community. FotoWeek DC continues to play a central role in FotoDC programming, with its annual festival in November. For further information, visit [www.FotoWeekDC.org](http://www.FotoWeekDC.org).

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.

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