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CELEBRATE SPRING IN DC WITH THE NATIONAL CHERRY BLOSSOM FESTIVAL

Outstanding family entertainment from March 20 - April 16, 2017

Washington, DC [March 1, 2017] – The [National Cherry Blossom Festival](#), the nation's greatest springtime celebration, begins March 15, and continues through April 16, 2017. This year's Festival will begin five days earlier at the Tidal Basin Welcome Area and ANA Performance Stage in order to coincide with the blooming period. The 2017 Festival is where DC, our region and nation unite to welcome spring and celebrate the 105th anniversary of Tokyo's gift of cherry blossom trees through shared experiences that showcase traditional arts and culture, our natural world and a vibrant community. This year marks the 90th anniversary of the first Festival.

Events & Tours: The Festival opens in style at the [Pink Tie Party](#) presented by ANA on Thursday, March 16 hosted by Trade Center Management Associates at the Ronald Reagan Building and International Trade Center. The [Opening Ceremony](#), on Saturday, March 25 at the Warner Theatre, features world-class talent from the U.S. and Japan to welcome spring and celebrate the anniversary of the gift of trees. Tickets have been claimed. Walk ups will be accommodated the day of the show on a first come first served basis, starting at 4:45 PM. The [National Cherry Blossom Festival Parade®](#) presented by Events DC is on Saturday, April 8 from 10 a.m. to noon, and the delayed telecast airs from noon - 2 p.m. on ABC7/WJLA. The Parade marches down Constitution Avenue with exciting performances, celebrity entertainment, lavish floats, giant helium balloons, dance troupes, and more.

Additional signature events and premier events of the 2017 calendar include the [Blossom Kite Festival](#) on Saturday, April 1, the [Southwest Waterfront Fireworks Festival](#) presented by Harris Teeter on Saturday, April 15, the [Sakura Matsuri – Japanese Street Festival](#) produced by The Japan-America Society of Washington DC on Saturday, April 8, the [Anacostia River Festival](#) produced by the 11th Street Bridge Park on Sunday, April 9, Events DC presents [Cherry Blast](#) on Friday, April 14.

More than 40 participating organizations offer programming throughout the Festival, including rare and renowned arts and culture at institutions. [Tour Providers](#) offer multiple ways to tour the blossoms by bike, foot, and boat.

Throughout the Festival: Throughout the annual [City in Bloom](#) campaign, iconic buildings and transportation hubs light in pink to celebrate the Festival. Area businesses, organizations and individuals spread the spirit of the Festival by using bright pink blossom decals on cars, storefronts, windows, and more. The [Hotel Program](#), in conjunction with DestinationDC, provides Festival-inspired guest packages for visitors. Through the Festival's [Cherry Picks Restaurant Program](#) with Restaurant Association Metropolitan Washington, more than 60 restaurants offer spring-inspired menus.

Information & Planning: Visit Festival headquarters at Union Station, open March 13-April 19, for free information about events and programs and official [merchandise](#). The Tidal Basin Welcome Center and ANA Performance Stage, in conjunction with the National Park Service, is located near the paddle boats at the Tidal Basin and offers free performances daily from March 15 – April 2.

(more)

Bike, Walk, or Metro is best! Visitors and residents are encouraged to bike, walk, or use public transportation whenever possible. Visit goDCgo.com to explore an interactive map and learn about your transportation options. View Metrobus and Metrorail station maps, point-to-point directions, and trip planners on the [Washington Metropolitan Area Transit Authority website](#). For a more enjoyable trip, take Metrorail during non-rush hours to the Smithsonian/National Mall Station (Blue/Orange lines). The L'Enfant Plaza Station (Blue/Yellow/Green lines) 7th Street & Maryland Avenue exit is only an extra 10-minute walk to the Tidal Basin. The National Park Service provides free bike racks near the Jefferson Memorial. [Capital Bikeshare](#), a bike rental program, has multiple stations close to the Tidal Basin and Festival events. Visitors may reserve and pay for parking through [Parkmobile](#), the preferred parking vendor of the 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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