



FOR IMMEDIATE RELEASE

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AMPLIFY YOUR SPRING WITH THE 2018 NATIONAL CHERRY BLOSSOM FESTIVAL!

- Eat, drink, and be cherry at the [Pink Tie Party](#) presented by ANA on Thursday, March 15 at the Ronald Reagan Building and International Trade Center. Partygoers will get a taste of DC's thriving culinary scene with more than 15 restaurants, an open bar, rosé tastings, black jack and roulette tables, live music, a DJ, and more!
- Share your favorite Festival experiences from years past and present on Facebook, Twitter, or Instagram. Use **#BlossomMoments18** for a chance to win a pair of round-trip airline tickets from any ANA gateway airport in the US to Tokyo, Japan courtesy of ANA. For every 100 uses of the hashtag, ANA will plant a cherry blossom tree in the community.
- **Petalpalooza at The Wharf:** Formerly known as the Southwest Waterfront Fireworks Festival, National Cherry Blossom Festival's [Petalpalooza](#) presented by FreshDirect will bring a full day of art, music, and play to DC's newest waterfront destination. The all-ages springtime celebration will include live music on three outdoor stages, a roller rink, a beer garden, interactive art installations, larger-than-life games and activities, and a spectacular fireworks show along the piers of the Southwest Waterfront.
- **Soar into spring!** High flying fun returns to the National Mall during the [Blossom Kite Festival](#) on Saturday, March 31. Among the activities includes a synchronized kite routine from Detroit's Windjammers Stunt Kite Team, "whirligig" craft making, a bubble zone, a kid's music stage, kite-making competitions and demonstrations, and more.
- The Festival has partnered with Old Ox Brewery to produce a limited-edition **National Cherry Blossom FestivALE**, a farmhouse cherry saison ale featuring Montmorency cherry juice and hibiscus blossoms. The beer will be available at most major grocers in the DC area including Harris Teeter, Safeway, and Whole Foods starting March 5. *Kanpai* (cheers) to that!
- On Friday, April 6, iHeartRadio joins the National Cherry Blossom Festival for the first-ever [Blossom Bash](#) concert featuring alternative rock icons **Bush** and **Third Eye Blind**, and hypnotic indie-pop group lovelytheband at The Anthem.
- **Enjoy the Festival's fanfare!** The [National Cherry Blossom Festival Parade®](#), presented by Events DC, airing on WJLA/ABC-7, steps off on April 14 from 10am-noon. Co-hosted by ABC's Alison Starling and Jonathan Elias and Grand Marshal Carla Hall of *The Chew*, the Parade features all-star celebrity talent, giant helium balloons, elaborate floats, and more.
- Following the Parade, the annual [Sakura Matsuri--Japanese Street Festival](#) – the largest one day celebration of Japanese culture in the United States – **returns to the streets of downtown DC** along Pennsylvania Avenue, presenting more than 80 cultural groups, arts vendors and food booths.
- Explore communities east of the river at the fourth annual [Anacostia River Festival](#) on April 15. This official closing event of the 2018 National Cherry Blossom Festival celebrates the **100th Anniversary of Anacostia Park** and the Year of the Anacostia with boating, fishing workshops, hands-on art projects, musical performances, bike parades, and more.

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- **Meet your match!** Face off against tennis players of all skill levels at the inaugural National Cherry Blossom Festival **Doubles Tennis Tournament** at East Potomac Tennis Center. The tournament will feature women's, men's, and mixed doubles events with prizes being awarded to the winners. Plus, enjoy a free Kids Day on March 25.
- **Cherry Blast at ARTECHOUSE:** Step into a moonlit, floating environment where larger than life koi fish and colorful cherry blossom petals react to your presence. For two nights only at [Cherry Blast](#) (3/23 & 3/24), the Sakura Dream (Sakura no Yume) immersive digital art experience is layered with additional enhancements including live performances, specialty cocktails, and a DJ.
- **Perks for pets:** This year the Festival is partnering with MARS Petcare and its Better Cities for Pets™ program to help the Festival become pet ready, and to ensure dogs attending are healthy, happy and safe. Dog amenities will be featured at select events to make sure that our furry friends have the right necessities while on the go.
- The **Cherry Blossom Pop-Up Bar** is returning to DC! The Festival has partnered with the creative minds of the Drink Company to give attendees access to **avoid the line** with a guaranteed timed entry into the bar on March 20 - the first day of spring!
- **Get festive with the family** at the [SAAM Cherry Blossom Celebration](#) on March 24 in the Smithsonian American Art Museums' Kogod Courtyard with Japanese cultural performances, face painting, cherry blossom themed crafts, a scavenger hunt, and more. Attendees can also meet the 2018 Official Festival Artist, **Maggie O'Neill**, and join her for a hands-on workshop in the Luce Foundation Center.
- **Sounds and Sights of the Festival.** Among the blossoms, the [Tidal Basin Welcome Area and ANA Performance Stage](#) has **over 100 free cultural performances**, including Big Band Jazz, Flamenco, Hip Hop, a Taiko Takeover, and more from Wednesday, March 17 – Sunday, April 1.
- **Unleash your inner yogi** on Thursday, April 5, as the DowntownDC BID and ProYOGA Corporate Wellness host a special outdoor Cherry Blossom Yoga class at Freedom Plaza. All levels are welcome; attendees should come dressed for the weather and bring their own mat and a bottle of water.

The National Cherry Blossom Festival is the nation's greatest springtime celebration. The 2018 Festival, March 20 – April 15, 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, or check out [Facebook](#) (CherryBlossomFestival), [Twitter](#) (@CherryBlossFest), and [Instagram](#) (@CherryBlossFest).

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