

FOR IMMEDIATE RELEASE



CONTACT: Nora Strumpf
202.638.8374
nstrumpf@ncbdc.org

SOAR INTO SPRING AT THE BLOSSOM KITE FESTIVAL ON THE NATIONAL MALL

The National Cherry Blossom Festival will kick off kite-flying season with the [Blossom Kite Festival](#) on Saturday, March 31 on the grounds of the Washington Monument (Constitution Avenue and 17th Street, NW) from 10 a.m. to 4:30 p.m. The event will once again create a colorful spectacle against the backdrop of iconic downtown monuments, and includes five areas to explore and enjoy: the Competition & Demonstration Field, Public Field, Kite Club Display Area, Family Field, and Activity Tents. A mini-parade steps off at 10:00 a.m. to launch the day.

The Blossom Kite Festival includes the following:

- **Competition & Demonstration Field:** experienced and first-time kite makers enter the **Kite Makers Competition** for a chance to win prizes, including a grand prize from ARC'TERYX
- **Kite Ballets:** master kite fliers synchronize their kites to music, creating a "ballet" in the sky
- **Rokkaku Battle:** hexagonal-shaped fighter kites commonly flown in Japan are flown by teams in a competition to "cut" or "ground" opposing kites
- **Hot Tricks Showdown:** multi-line kite fliers engage in a series of one-on-one competitions and maneuver their sport kites in amazing flight patterns during 30 seconds of music.
- **Featured Flyers Windjammers Stunt Kite Team** from Detroit and local team, **Wings over Washington** perform unique kite routines

Full activity schedule available [here](#).

All attendees are welcome to fly their own kites on the **Public Field** (no registration is required). In the **Kite Club Display Area**, master kite fliers and kite makers showcase their prized kites. This area is limited to invited individuals and clubs.

Family Fun Zone programs include youth competitions, a bubble zone, balloon races, arts and crafts and kids music. At the "Blossom Build-Off" competition, teams will be challenged to create a kite using a trash bag and minimal supplies. The activity tent area includes a kite making tent, a National Park Service activity tent, a writing activity at the Jumpstart at George Washington University tent, and kite repairs at the John Oxenham Memorial Kite Hospital.

The Blossom Kite Festival is produced by the National Cherry Blossom Festival with the assistance of a Kite Advisory Committee. The event is supported by Peet's Coffee, Mars Petcare and its Better Cities for Pets™ program, ARC'TERYX, District of Columbia Department of Public Works, and Carvana, with media partners Washington Parent Magazine and CultureCapital.com.

###