



FOR IMMEDIATE RELEASE

CONTACT:

Nora Strumpf
202.638.8374 (o)
nstrumpf@ncbfdc.org

DC METRO AREA LIGHTS UP IN CELEBRATION OF CITY IN BLOOM CAMPAIGN

Campaign will feature the city in pink lighting for the sixth year

Washington, DC [March 1, 2018] – The City in Bloom campaign visually unites and energizes the DC metro area throughout the National Cherry Blossom Festival. Buildings, retailers, public transportation entities, and more showcase the start of spring with pink lighting and thousands of blossom decals, welcoming attendees with the energy and vibrancy of the nation’s greatest springtime celebration.

Lighting participants from March 20 – April 15 include, but are not limited to:

- City Center
- Capital Wheel
- Brookfield Office Properties
- The Wilson Building
- Dulles Airport
- Golden Triangle BID
- Warner Theater
- Capitol Riverfront BID
- Smithsonian National Zoo
- The Willard InterContinental Hotel
- DC Street Car
- Union Market
- Arena Stage
- Cordial Craft Wine, Beer, and Spirits
- Via Umbria
- Lili the First
- Christ Child Opportunity Shop
- BicycleSPACE
- d/eleven
- MyEyeDr
- Scout and Molly’s
- Miss Pixies Furnishings and Whatnot
- Dupont Optical
- Tabletop
- REI

Throughout the Festival, bright blossom decals will be seen on national pedicabs inside metro stations, with the participation and support of Washington Metropolitan Area Transit Authority, respectively. The DC Circulator’s Blossom Bus will return, and Capital Bikeshare’s fleet of more than 1,500 bikes will bloom with decals. Individuals can join by purchasing a variety of decorative products for cars and personal use, available [online](#).

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). ###