



FOR IMMEDIATE RELEASE

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NATIONAL CHERRY BLOSSOM FESTIVAL THANKS 2018 HOST SPONSORS

Washington, DC [March 1, 2018] – Each spring, the National Cherry Blossom Festival celebrates the gift of trees from Tokyo to Washington, DC with what is now the nation's greatest springtime celebration. The Festival significantly impacts the local economy by bringing an influx of tax revenue from approximately 1.5 million attendees, directly impacting area businesses and tourism.

The National Cherry Blossom Festival provides significant value to families and attendees. Programming, primarily free and open to the public, consists of unique arts and culture experiences, world-class performances, community and environmental celebrations, and much more. This year's Festival would not be possible without the generous and important financial support of the Host Sponsors.

Events DC, the official convention and sports authority for the city, has been a longstanding partner of the Festival over the years, and is the face of entertainment, conventions, sports and cultural events offered by our nation's capital. Events DC is a Leadership Circle member and presents the National Cherry Blossom Festival Parade® on Saturday, April 14.

For the third year, ANA returns to the Festival's Leadership Circle and is also the Presenting Sponsor of the Pink Tie Party and the ANA Performance Stage at the Tidal Basin Welcome Area. ANA is also the Supporting Sponsor of the National Cherry Blossom Festival Parade®. ANA is the largest airline in Japan, celebrating more than 30 years of service between Tokyo and Washington, DC.

Host Sponsors include DowntownDC Business Improvement District, Trade Center Management Associates (A Drew Company), Ronald Reagan Building and International Trade Center, Japan National Tourism Organization (JNTO), and District Wharf. The National Cherry Blossom Festival thanks its partner, the National Park Service, for its ongoing care and stewardship of more than 3,000 cherry blossom trees.

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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