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## 2018 OFFICIAL FESTIVAL SOUVENIRS AND GIFTS ARE HERE!

**Washington, DC** [March 1, 2018] – An expanded line of items commemorating the 2018 National Cherry Blossom Festival are now available. Official Festival merchandise may be purchased at [ncbfstore.org](http://ncbfstore.org) and at various Festival events.

National Cherry Blossom Festival Merchandise and Information Headquarters at Union Station is located in the Main Hall, outside the West Hall, March 13 - April 19. Shop for official merchandise and get valuable information about Festival events, weekdays (10 a.m.-7:30 p.m.), Saturdays (9:30 a.m.-7 p.m.), and Sundays (10 a.m.-6 p.m.). Additional official merchandise kiosks can also be found at The Festival Welcome Center at the Tidal Basin and are open daily March 18 - April 2 (10 a.m.-7:00 p.m.).



The 2018 Official Festival Artwork was created by Maggie O'Neill, an artist, designer, and creative entrepreneur based in Washington, D.C. Living and working in the neighborhood of Shaw, her work is inspired by local landscapes and cultural icons, her travels abroad, notable women, and fashion. In 2012, Maggie had the honor of personally delivering a portrait to President Obama, and in 2014 her "DC Uncle Sam" was featured on the front page of The New York Times.

The expanded merchandise line offers specially sourced boutique items and exclusive Festival and cherry-blossom themed products not available elsewhere, including the 2018 collectible lapel pin (left), inspired by the official artwork. This year's pin was designed by Julia Walther of DC-based Shiny Apple Studio. Purchase of the pin contributes to the Trust for the National Mall's Cherry Tree Endowment.



Find gifts and souvenirs in all price ranges, including a Festival-themed coloring book, children's items, books, stationery, home accessories, jewelry, apparel for all ages, tote bags, and much more.

Proceeds from all official merchandise sales support the Festival, a 501(c)(3) not-for-profit organization, helping to keep the majority of its events free and open to the public.

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](http://nationalcherryblossomfestival.org) or call 877.44.BLOOM for more information, or check out [Facebook](https://www.facebook.com/CherryBlossomFestival) (CherryBlossomFestival), [Twitter](https://twitter.com/CherryBlossFest) (@CherryBlossFest), and [Instagram](https://www.instagram.com/CherryBlossFest) (@CherryBlossFest).

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