



FOR IMMEDIATE RELEASE

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**STEP INTO SPRING IN WASHINGTON, DC!
FUN FACTS ABOUT THE 2017 NATIONAL CHERRY BLOSSOM FESTIVAL**

- Celebrate the **90th anniversary** of the first Festival! Share your favorite moments using the hashtag #BlossomMoments and tag All Nippon Airways for a chance to win two round trip tickets to from Washington, DC to Tokyo on ANA!
- Eat, drink, and be pink at the [Pink Tie Party](#) presented by ANA on Thursday, March 16 at the Ronald Reagan Building and International Trade Center. Partygoers will get a taste of DC's thriving culinary scene with more than 20 restaurants, an open bar, and an interactive ramen tasting for Enhanced Experience guests with the award winning chefs of **The Daikaya Group** (Daikaya, Izakaya, Bantam King).
- **Play Ball!** Watch the Washington Nationals take on the St. Louis Cardinals on Tuesday, April 11 at Nationals Park for **Blossoms and Baseball**. Wear pink to show your blossom spirit!
- **Soar into spring!** High flying fun returns to the National Mall during the [Blossom Kite Festival](#) on Saturday, April 1. Among the activities includes Team Island Quad, a quad line team from British Columbia who thrill crowds with music and unique synchronized kite routines.
- Kick-off spring with world-renowned performances at the [Opening Ceremony](#) on March 25, which includes **EL Squad**, who mesmerize audiences with their signature "Light Dance", a blend of dance, music, and electroluminescent technology. New this year, the Opening Ceremony will be live streamed to audiences around the world on the Festival's Facebook.
- For the first time ever in Washington, DC comes a radio station dedicated to the celebration of the Cherry Blossoms. **iHeartRadio's 104.7-FM Cherry Blossom Radio** will debut later this month in conjunction with the start of the Festival. You'll hear music, Festival fun facts, your calendar of events for the Festival, and of course a daily update on peak bloom.
- **Enjoy the Festival's fanfare!** The [National Cherry Blossom Festival Parade®](#), presented by Events DC, airing on WJLA/ABC-7, steps off on April 8 from 10am-noon. Co-hosted by ABC's Alison Starling and Jonathan Elias, the Parade features all-star celebrity talent, giant helium balloons, elaborate floats, and more. The annual [Sakura Matsuri--Japanese Street Festival](#) follows, produced by The Japan-America Society in

the Capital Riverfront neighborhood. The next day, explore communities east of the river at the third annual [Anacostia River Festival](#).

- Discover the unforgettable sensory journey of **Yayoi Kusama: Infinity Mirrors** at the Hirshhorn Museum and Sculpture Garden. Offered in conjunction with one of 2017's essential art experiences, visitors may attend special gallery talks and films that explore the Japanese artist's legendary career.
- **Get festive with the family** at the [SAAM Cherry Blossom Celebration](#) on March 25 in the Smithsonian American Art Museums' Kogod Courtyard with Japanese cultural performances, face painting, cherry blossom themed crafts, a scavenger hunt, and more.
- Not seen together since 1879, the significant triptych painting by the legendary Japanese artist Kitagawa Utamaro will be reunited in "**Inventing Utamaro: A Japanese Masterpiece Rediscovered**" at the Smithsonian's Arthur M. Sackler Gallery.
- **Sounds and Sights of the Festival.** Among the blossoms, the [Tidal Basin Welcome Area and ANA Performance Stage](#) has **over 100 free cultural performances** daily from Wednesday, March 15 – Sunday, April 2.
- [Events DC Cherry Blast!](#) will kick-off the finale weekend of the National Cherry Blossom Festival and transform its **new location at Dock 5 in Union Market** into a vibrant Japanese-inspired streetscape on April 14.
- **Fireworks Festival finale!** Enjoy a day of live music, a beer garden, family activities, and more at the District Wharf, then cap the 2017 National Cherry Blossom Festival with a fireworks extravaganza over the historic Washington Channel at the [Southwest Waterfront Fireworks Festival](#) on April 15.

The National Cherry Blossom Festival is the nation's greatest springtime celebration. The 2017 Festival, March 15 – April 16, 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 and find us on [Facebook](#) (CherryBlossomFestival), [Twitter](#) (@CherryBlossFest), and [Instagram](#) (@CherryBlossFest).

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