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## NATIONAL CHERRY BLOSSOM FESTIVAL RECEIVES EIGHT PINNACLE AWARDS FROM THE INTERNATIONAL FESTIVALS & EVENTS ASSOCIATION

**Washington, DC** [October 12, 2016] – The National Cherry Blossom Festival received eight Pinnacle Awards from the International Festivals & Events Association (IFEA). Each year, the Pinnacle Awards recognize the accomplishments of top quality creative, promotional, operational and community outreach programs by top festivals and events around the world.

This year, the Festival won:

- **Gold** – Best Pin
- **Silver** – Best Full Length TV Program for the nationally syndicated National Cherry Blossom Festival Parade®
- **Silver** – Best Full Length TV Program for the local broadcast of the National Cherry Blossom Festival Parade®
- **Silver** – Best Vendor/Supplier for Sage Communications
- **Silver** – Best Media Relations Campaign
- **Silver** – Best Overall Merchandising Campaign
- **Bronze** – Best Newspaper Insert

The IFEA and Zambelli Fireworks also presented its Volunteer of the Year Award to Barbara Ehrlich for her 25 years of service with the National Cherry Blossom Festival. Ehrlich played a significant role in creating the first Southwest Waterfront Fireworks Festival.

The 2016 Festival (March 20 – April 17) brought 1.5 million people from across the world together to celebrate spring in Washington, DC and honor the 104<sup>th</sup> anniversary of the gift of trees from Japan with outstanding programming spanning four signature weekends.

“We are thrilled to be honored among the world’s best festivals,” said National Cherry Blossom Festival President Diana Mayhew. “Thank you to our community partners, sponsors, supporters, and staff for all that they do to make the Festival a success each spring.”

Headquartered in Boise, Idaho, IFEA is *The Premiere Association Supporting and Enabling Festival & Event Professionals Worldwide*. For a complete list of winners and more information, go to [www.ifea.com](http://www.ifea.com).

The National Cherry Blossom Festival is the nation’s greatest springtime celebration. The 2017 Festival, March 20 – 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](http://nationalcherryblossomfestival.org) or call 877.44.BLOOM for more information and find us on [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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