

National Cherry Blossom Festival

THE NATION'S GREATEST SPRINGTIME CELEBRATION™



2013 National Cherry Blossom Festival

#61 - Best Media Relations Campaign

nationalcherryblossomfestival.org

Introduction &

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Introduction and Background

The National Cherry Blossom Festival is positioned as one of the nation's greatest springtime celebrations. The Festival includes spectacular weekends and daily events featuring diverse and creative programming promoting traditional and contemporary arts and culture, natural beauty, and community spirit. Each year, the Festival commemorates the anniversary of the gift of the cherry blossom trees and the enduring friendship between the United States and Japan, and welcomes spring in the Washington, DC metro area.

The 2013 National Cherry Blossom Festival began on the first day of spring, March 20, and continued through April 14, lasting 26 days. Strategic planning took into account the need for a strong media campaign following the significant coverage of the 100-year anniversary of the gift of trees in 2012. To accomplish the goal of showcasing the Festival as the start of spring across the country, proactive outreach was conducted across all local, national, and international outlets – and media reinforced that spring starts in Washington, DC.

Purpose/Objective

Purpose and Objective

The purpose of the media relations campaign is to maintain media interest throughout the National Cherry Blossom Festival, drawing public awareness for programming in addition to attention surrounding the blooming of the cherry trees. Without a dedicated advertising budget, earned media is crucial to carry forth the Festival messaging and draw interest for events. (Limited advertising is done through in-kind relationships with media partners). Each year, the Festival is challenged with a different scenario based on weather, and leverages all situations to maintain and prolong media interest – keeping programming relevant and top of mind.

Throughout the campaign, National Cherry Blossom Festival key messages are reinforced, including: spring starts in Washington, DC; the Festival unites people from around the globe in DC for the nation's greatest springtime celebration; and the festivities go beyond the cherry blossoms at the Tidal Basin with world-class accessible programming, primarily free and open to the public. These messages are prominent in all press materials, outgoing communication, and talking points. Targeted outreach is conducted to trade and niche outlets surrounding specific events, highlighting the unique aspects of programming

that aligns with the publication's focus and helping reach new and diverse audiences.

Outline of

Fall 2012

- Work with long-lead publications to develop stories
- Develop strategic media plan, messaging, and 2013 story lines
- Distribute initial announcements about the 2013 Festival
- Outline social media, e-newsletters, website updates
- Update media lists and create targeted lists
- Update database of photos for media
- Schedule 2013 press conference

January
2013

- Hold strategic messaging meetings with partners and participants
- Begin developing press materials for events and programs
- Continue developing message plan hooks and angles
- Brainstorm key media angle for kick-off press conference
- Enact plans by implementing social media, distribution of e-newsletters, as well as website news updates

February
2013

- Distribute alert to local, national, and international media for press conference
- Finalize all press releases for Festival events and programs
- Collect press releases from official participating organizations/sponsors to include in press kit
- Create Festival press kit – hard copy and electronic
- Finalize all messaging and announcements for press conference
- Continue messaging plan

March 4,
2013

- Kick-off press conference is held at the Newseum to announce blooming prediction along with key events, programs, and sponsors
- Press materials distributed
- Conduct interviews
- Update all mediums with news announced at press conference (social media, e-newsletters, etc.)

March
through
April
2013

- Continue targeted pitches
- Distribute weekly media updates about upcoming Festival events
- Hold additional press opportunities including "Cherry Picks" Restaurant Program press conference
- Update all mediums with latest news
- Liaise with media on-site at events, including staffing media check-in tables and working with reporters for interviews with Festival spokesmen, stakeholders, key sponsors, and more



Media attend the kick-off Press Conference

Target Audience, Demographics,

Target Audience, Demographics, and Location

Media targets range from international television to niche blogs, from Washington, DC outlets to all over the country and world. A wide array of publications and demographics are targeted, including:

- **National wires and outlets.** Each year the Festival works with the arts reporter for the Associated Press (coverage included 4 stories and 2 AP videos); CNN and CNN Newsource, Hearst Television, feeding to over 30 affiliates; USA Today; national morning show producers, and more.
- **Local print and online,** especially major daily paper *The Washington Post*. Maintains contacts through the Metro, Weekend, and Style sections as well as arts and events reporters who write for online vehicles, including the publication's daily e-newsletters and blogs, to assist with coverage of events and programs for their readers. Highlights of extensive coverage included two front page, above-the-fold photos; Weekend section articles surrounding all four major weekends; as well as daily highlights ran each day in the Metro section. The paper's free daily, the *Express*, published a 12-page pull-out guide geared towards residents.
- **Local & regional broadcast.** Maintains a strong relationship with local television and radio stations. In addition to the DC affiliates of networks, Baltimore and Richmond affiliates traveled this year to broadcast live from the Tidal Basin.
- **Travel & lifestyle publications.** Editors and writers across the United States and world. Includes travel section editors for major newspapers and freelancers for in-flight magazines, writing about the Festival and in many cases hotels offering Festival-inspired packages and travel incentives.
- **International outlets, including Japan.** The global appeal of the Festival and location in Washington, DC, where many international outlets are based, enables interviews from publications that are seen around the world.
- **Niche media** to cover the vast array of Festival events. Examples include:
 - **Social** – *Capitol File*; *DC Modern Luxury*; *SmartCEO*; *GuestofAGuest.com*; *Revamp.com*; *K Street Magazine*; covering events including the Pink Tie Party fundraiser and Dinner at Ambassador of Japan's residence
 - **Food** – *Washingtonian.com*; *Eater.com*; *DrinkDC.com*; *HuffingtonPost.com*; *Zagat.com*; to cover events including the Taste of Japan and Cherry Picks Restaurant Program



Cherry Blossom Festival

Final weekend highlights: Parade, Japanese culture



Share Your Cherry Blossom Photos:
#WSJsakura

- o **Arts & Music** – including About.com; DCist.com; BrightestYoungThings.com; *On Tap* magazine; WETA radio; to cover Cherry Blast: Art + Music Dance Party, performances at the Tidal Basin, museum exhibits
- **Social media** – engaged as listed above via Twitter and Facebook

Mediums

Types of mediums used for media outreach

E-mail and traditional pitching

Media outreach is primarily electronic and via e-mail. Media alerts, pitches, and press releases are distributed via e-mail and posted online. The Festival completes extensive interviews, primarily in person for television outlets, by phone for radio and other outlets, and sometimes via e-mail. At all events, a plan for media relations is conducted with a designated media check-in, press passes, and materials. The Festival also uses photos to help illustrate pitches and directs reporters to further information online as necessary.

Social Media

The National Cherry Blossom Festival utilizes its social media network and e-newsletter subscriber list to engage directly with attendees and reporters. These include Facebook, Twitter, and Instagram. The free App, while targeted towards attendees directly, taps into the Festival’s news feed from Twitter, Facebook, and website posts. Increasingly, reporters follow the National Cherry Blossom Festival’s Twitter account and post up-to-the-minute news. In one case, a story about the City in Bloom was pitched to a multi-media reporter for WUSA 9 (local CBS affiliate), resulting in the reporter utilizing a participating Pedicab (bicycle taxi) to visit different City in Bloom locations, tweeting about the experience, and posting an online gallery to WUSA9.com, creating multiple touch points for one news story.

WUSA9 PHOTO GALLERY [Like](#) [Follow @wusa9](#) 43K followers



Electronic Press Room and Website

The Press Room at nationalcherryblossomfestival.org is a comprehensive hub for the media. In the Press Room, reporters can:

- Download all Festival press releases

- Download all participating organization press releases
- Access a select number of hi-resolution photographs
- Find contact information for Festival spokesmen

In addition to the news releases, spokesmen will be featured in the “news” section located on the homepage of the festival website to generate awareness.

Results

Measurable Results

The earned media campaign reached an estimated audience and circulation of 238.5 million, valued at approximately **\$12.6 million**. After record coverage of the 100-year anniversary in 2012, the strong communications plan propelled 2013 results, surpassing 2012 (valued at approximately \$11 million).

Spokesmen successfully leveraged all opportunities to hold the attention of the media through the very end of the Festival. The campaign amplified public interest, with attendance increases up 10-20% across signature events. Extensive outreach resulted in:

- Over 3,100 television clips reaching a national and local television viewership of 173 million, valued at \$9.2 million (source: TV Eyes)
- Over 3,200 print and online stories reaching a circulation of over 65.4 million, valued at \$2.8 million (source: Vocus)
- Over 6,700 blog stories valued at more than \$626,400, earning over 20 billion pageviews

TELEVISION	AD VALUE	VIEWERSHIP	TOTAL CLIPS	
NATIONAL	\$3,418,272.71	69831188	3,167	
LOCAL	\$5,789,634.80	103248587		
	\$9,207,907.51	173,079,775	3,167	

PRINT & ONLINE	AD VALUE	CIRCULATION	PAGEVIEWS	TOTAL CLIPS
	\$2,810,626.13	65,448,612	35,932,981,765	3,263

BLOG/SOCIAL MEDIA	AD VALUE		PAGEVIEWS	TOTAL CLIPS
	\$626,408.93		20,124,733,040	6,732

In addition to earned media, other vehicles providing exposure included:

- Over 1.8 million visits from over 1.2 million unique visitors on nationalcherryblossomfestival.org, an increase of more than 66%, (January 1 through April 14)
- 36, 021 “likes” on Facebook, a 31% increase. Fans have a reach of over 9.8 million. During the National Cherry Blossom Festival, reached a Klout score of

67 (measuring overall online influence), well above the average user score of 40.

- 5,902 followers on Twitter, a 33% increase. Reached 68,374 accounts and made 136,346 impressions in just one week (April 7 through April 14, 2013)
- 28,791 downloads of the free App, a 10.5% increase

Overall

Effectiveness

Overall Effectiveness

The media campaign met goals of keeping a spotlight on the start of spring in DC and the Festival for over six weeks, propelling the Festival's events and programs nationally and globally. All signature Festival events were covered. Media highlights included:

Local

- *Washington Business Journal* recapped the 2013 success and direct economic benefit to DC ("Cherry Blossom Festival Hits New Milestone")
- *The Washington Post* had above-the-fold images on A1 of iconic buildings participating in City in Bloom
- Front page image of blossoms in *The Washington Post* and *The Washington Examiner*
- First day of spring interviews with NBC, CBS, FOX, NPR, among others
- *The Express* printed a complete Festival guide ("Basin Instinct")
- Chef Lorena Garcia was interviewed live on NBC Washington, promoting the Pink Tie Party
- WTTG FOX 5 stationed a reporter at the Tidal Basin for multiple live segments featuring different events and parts of the Festival
- FOX 45 Baltimore stationed a reporter stationed live for multiple segments on April 10
- Local CBS affiliate WUSA interviewed Redskins player and Grand Marshal Josh Morgan to promote the Parade on Thursday, April 11
- WETA, DC's public television station, aired "The Washington Cherry Blossoms: Beauty on the Basin" featuring interviews with Festival spokesmen
- Interviews on Univision for shows DC Contigo and Noticias DC, as well as event coverage in Eventos VIP, helped reach new audiences

National

- Al Roker reported on the blossoms and weather during "Wake up with Al" on the Weather Channel March 26. The segment lasted more than 3 minutes and included interviews with Festival President Diana Mayhew and National Park Service spokesman Carol Johnson
- Four Associated Press articles and two Associated Press video pieces
- QVC broadcasted live from the Blossom Kite Festival during their popular Saturday morning show
- CNN story featured events included the Blossom Kite Festival, Parade, Sakura Matsuri ("7 tips for Cherry Blossom Fun in Washington")
- Hearst TV interview aired to 30+ affiliates across the country

International (extensive coverage, not fully tracked by monitoring services)

- Nippon TV feature story included events and interviews with Festival spokesmen

-
- Coverage from additional Japanese media including NHK television, Fuji TV, Jiji Press, Kyodo News wire, among others
 - Interviews conducted with Aliraqiya (Iraqi state TV channel); Al Jazeera; Voice of America (various countries)
 - Wire story from Agence France Presse (AFP)

Supporting Questions – What did you do to update this promotion from the year before? Were your updates successful?

Each year, the communications strategy surrounding the National Cherry Blossom Festival is to reinforce key messages detailed in previous sections. Strategy shifts to showcase the world-class talent and programming offered the public, in the form of specialized pitches highlighting the unique aspects of every Festival, and in 2013, included:

- Celebrity talent – platinum recording artist Andy Grammer performed at the Opening Ceremony alongside Japanese pop star Junko Yagami; coverage included prominent Japanese outlets NHK, TV Asahi, Nippon TV; *The Washington Post*; *Baltimore Sun*; and local broadcast news. At the Parade, celebrities included Disney's Coco Jones, Grammy award-winning artist Mýa, and Justin Guarini and Elliott Yamin from *American Idol*; results included the *Associated Press*; *The Washington Examiner*; *The Washington Post*; extensive local and regional television coverage.
- Notable personalities – examples included celebrated Chef Lorena Garcia as host of the Pink Tie Party and results included coverage on Forbes.com; HuffingtonPost.com; NBC Washington; WAMU radio; and Washingtonian.com, among others
- Unique art and cultural exhibits from both Japan and the U.S. – the Festival partnered with the Freer Gallery of Art and Virginia Tech to host an Interactive Audio-Visual Lantern Field, inspired by traditional Japanese lantern festivals. The exhibit was covered by *The Roanoke Times*.
- Uniting community, business, and government entities for the Festival, showcasing exceptional regional collaboration with expanded participation. Results included prominent coverage of the City in Bloom (above-the-fold photos on A1 in *The Washington Post* on March 29); local radio and print covering the Petal Pass program, designed to engage regional businesses and organizations while providing exclusive springtime savings to attendees; and the restaurant community uniting for the Cherry Picks Restaurant Program, covered by prominent local food media.
- Promoting environmental stewardship – in 2013, the Festival completed a two-year project to plant 200 trees in Oxon Run Park, media results included coverage from NBC Washington and *The Washington Informer*.
- The Festival also tweaked its e-newsletter design and way of presenting content, resulting in an average open rate of 16.9%.



Supporting

March 1

Printed Materials – General Press Release

FOR IMMEDIATE RELEASE

CONTACT: Danielle Piacente, Communications Manager
danielle@downtowndc.org/202-638-8374



SPRING STARTS IN WASHINGTON, DC WITH THE NATIONAL CHERRY BLOSSOM FESTIVAL
Three weeks and four anchoring weekends of outstanding programming, March 20 through April 14, 2013

Washington, DC [March 4, 2013] -- The [National Cherry Blossom Festival](#), the nation's greatest springtime celebration, begins the first day of spring, March 20, and continues through April 14, 2013. This year commemorates the 101st anniversary of the gift of trees from Tokyo to Washington, DC with over three weeks and four weekends featuring exciting events and programs, primarily free and open to the public. The Festival's reach extends beyond the blooms and unites the metro-DC area to offer prestigious and innovative arts and culture, world-class entertainment, environmental initiatives, and community spirit.

Throughout the Festival: During the second annual [City in Bloom](#) campaign, presented by Capital One Bank, area businesses, organizations and individuals are energized and united, spreading spirit of the Festival. Participants use special lighting, blossom decals, colorful banners, and more. From March 27-31, the region utilizes pink lighting and blossom projections to celebrate the Festival, and this year City in Bloom goes global, with Hard Rock Café Tokyo lighting in pink in conjunction with Hard Rock Café DC. Transportation hubs including Ronald Reagan International Airport and iconic buildings participate. The [Petal Pass](#) Program, also presented by Capital One Bank, offers special discounts and springtime savings for holders at local attractions, retailers, fitness centers, and more. The FREE Pass is exclusively available at 225 Capital One Bank branches beginning March 18.

The [Hotel Program](#) in conjunction with Destination DC provides Festival-inspired guest packages for visitors. Through the Festival's [Cherry Picks Restaurant Program](#) with Restaurant Association Metropolitan Washington, nearly 100 restaurants offer delicious cherry-, blossom-, and spring-inspired dishes and cocktails to their menus. Cherry Picks is presented by PenFed, the official credit card of the 2013 National Cherry Blossom Festival.

Events: The Festival opens with the signature [Pink Tie Party](#) fundraiser, presented by Sucampo Pharmaceuticals, Inc. and ESCADA Cherry in the Air, on Wednesday, March 20, hosted by renowned chef Lorena Garcia. The [Opening Ceremony](#) on Saturday, March 23 at Warner Theatre, features world-class talent from the U.S. and Japan to welcome spring and celebrate the anniversary of the gift of trees. The event is free and open to the public, but advance registration is required [online](#). The [National Cherry Blossom Festival Parade®](#) on Saturday, April 13 from 10:00am to noon, and the delayed telecast airs from noon to 2:00pm on WUSA 9. The Parade marches down Constitution Avenue with exciting performances, celebrity entertainment, lavish floats, giant helium balloons, dance troupes, and more.

Additional signature events that help comprise the 2013 calendar include [Family Days](#) presented with the National Building Museum and sponsored by Safeway on Saturday and Sunday, March 23-24; [Cherry Blast: Art + Music Dance Party](#) on Friday, March 29; the [Blossom Kite Festival](#) on Saturday, March 30; the [Taste of Japan](#) on Thursday, April 4; the [Southwest Waterfront Fireworks Festival](#) on Saturday, April 6, presented by Safeway and *The Washington Examiner*; and the [Sakura Matsuri – Japanese Street Festival](#) produced by The Japan-America Society of Washington DC on Saturday, April 13.

More than 40 participating organizations offer programming throughout the Festival, including rare and renowned arts and culture at institutions. View the blossoms with [OnBoard Tours](#), an official bus tour of the National Cherry Blossom Festival. [Affiliates](#) offer multiple ways to tour the blossoms by bike, foot, and boat.

Information & Planning: The free [App](#) for Android and iPhone platforms allows for planning in advance or real time. Visit Festival headquarters at Union Station for free information about events and programs and official [merchandise](#). Festival Welcome Centers are located near the paddle boats at the Tidal Basin. Visitor services are supported by PenFed Premium Travel Rewards American Express® Card, the official credit card of the 2013 National Cherry Blossom Festival. Use PenFed's award-winning card to receive points on airfare, dining and all other purchases. Terms and conditions apply. Visit PenFed.org/cherryblossomfestival to apply. This Credit Card program is issued and administered by PenFed. American Express® is a federally registered service mark of American Express and is used by PenFed pursuant to a license.

Visitors and residents are encouraged to bike, walk, and use public transportation whenever possible. View Metrobus and Metrorail station maps, point-to-point directions, and trip planners on the [Washington Metropolitan Area Transit Authority website](#). For a more enjoyable trip, take Metrorail during non-rush hours to the Smithsonian Station (Blue/Orange lines). The L'Enfant Plaza Station (Blue/Yellow/Green lines) 7th Street & Maryland Avenue exit is only an extra 10-minute walk to the Tidal Basin. Customers are encouraged to use their SmarTrip® to receive a 25¢ discount per trip. The National Park Service provides free bike racks near the Jefferson Memorial. [Capital Bikeshare](#), a bike rental program, has multiple stations close to the Tidal Basin and Festival events.

The National Cherry Blossom Festival is the nation's greatest springtime celebration. The 2013 Festival, March 20 - April 14, includes three spectacular weeks and four weekends of events featuring diverse and creative programming promoting traditional and contemporary arts and culture, natural beauty, and community spirit. The 2013 Festival commemorates the 101st anniversary of the gift of the cherry blossom trees and the enduring friendship between the United States and Japan.

877.44.BLOOM // nationalcherryblossomfestival.org
[@CherryBlossFest](http://CherryBlossFest) // facebook.com/CherryBlossomFestival

###



Scan for
Festival App

Printed Materials – Media Clip – City in Bloom on the front page of *The Washington Post*

NCAA SWEET 16: Marquette, Ohio State move on. **Sports, D1**

The Washington Post

Price may vary in areas outside metropolitan Washington.

MD DCA SU V1V2 V3V4



Partly sunny 54/37 • Tomorrow: Mostly sunny 57/42 • DETAILS, B5

FRIDAY, MARCH 29, 2013

washingtonpost.com • \$1.25

Va. race could speak volumes

Battleground state tends to disappoint presidents when electing governors

BY KAREN TUMULTY

You might call it the off-year coneupance: In every one of Virginia's past nine gubernatorial contests, the Old Dominion has rejected the party of the president elected only a year before.

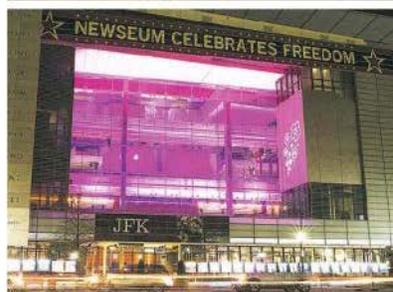
Whether that pattern holds true in 2013 could depend on how well Democrats and Republicans learned the lessons of 2012. The contest will also be watched closely for signs of where things might be headed nationally in 2014's midterm elections.

At least as important is which of the two all-but-certain nominees — Virginia Attorney General Ken Cuccinelli II (R) and former Democratic National Committee chairman Terry McAuliffe — does a better job of making the other unacceptable to voters. Both sides expect the race to be one of the most vicious the state has seen.

Virginia and New Jersey have long occupied a special place on the political calendar, because they are the only states to pick their governors so soon after a presidential contest.

But with New Jersey's Chris Christie (R) cruising to a second term, Virginia alone holds any suspense this year. Its signifi-

A cheery welcome for the cherry blossoms



PHOTOS BY NIKKI KAHN/THE WASHINGTON POST

The Ronald Reagan Building, above, the Newseum, bottom left, and the John A. Wilson Building are bathed in a glow of colorful light as Washington anticipates the cherry blossoms' blooming. Get everything you need to know about the Cherry Blossom Festival with The Post's iPad app. Download it for free from the iTunes store.

EPA to require cleaner gasoline

AMOUNT OF SULFUR TO BE REDUCED

Oil industry calls plan burdensome to refiners

BY JULIET EILPERIN

The Environmental Protection Agency will move ahead Friday with a rule requiring cleaner gasoline and lower-pollution vehicles nationwide, amounting to one of President Obama's most significant air pollution initiatives, according to people briefed on the decision.

The proposed standards would add less than a penny a gallon to the cost of gasoline while delivering an environmental benefit akin to taking 33 million cars off the road, according to a senior administration official, who spoke on the condition of anonymity because the announcement had not been made yet.

Oil industry officials, however, said the cost would be at least double the administration's estimate and could add up to 9 cents a gallon in some places.

The proposed standards, which had been stuck in regulatory limbo since 2011, would reduce the amount of sulfur in U.S. gasoline by two-thirds and impose fleet-wide pollution limits on new vehicles by 2017.

POLLUTION CONTINUED ON A16

Printed Materials– Media Clip – AP article



Peak bloom dates announced for DC cherry trees

By [JESSICA GRESKO](#)— Mar. 4 2:26 PM EST

FILE - In this March 18, 2012 file photo, cherry blossom trees are in bloom around the Tidal Basin, with the Jefferson Memorial in the background in Washington. Officials in Washington are going to be predicting this year's peak bloom dates for the city's famed cherry trees. This year's National Cherry Blossom Festival is already planned for March 20 through April 14, but the National Park Service will be more specific about the predicted bloom dates on Monday. The average peak bloom date is April 4, but last year's peak bloom date was March 20. The cherry blossoms draw about 1 million visitors each spring. This year marks the 101st anniversary of the gift of trees from Japan. (AP Photo/Manuel Balce Ceneta, File)



WASHINGTON (AP) — Washington's famous cherry tree blooms are expected to be at their best between March 26 and March 30.

National Park Service cherry tree expert James Perry made the prediction Monday. This year marks the 101st anniversary of the gift of trees from Japan.

The average peak bloom date is April 4, but last year's peak came March 20 because of warm weather. Perry said the trees were blooming a little bit earlier than 50 or 75 years ago.

"Ultimately, it's up to Mother Nature," when the trees bloom and how long the pink and white flowers last, he said.

Perry said the "peak bloom date," the day when 70 percent of the blossoms of the Yoshino Cherry trees are open, is expected to be at the end of March. That puts the trees in bloom just before Easter. At this point, cold weather could delay the blooms' opening.

Once the trees flower, weather will also determine how long the fragile blossoms last, Perry said.

"It really depends on the wind and the rain," Perry said, adding that the blossoms have lasted for as short as five days and as long as 18 days.

The cherry blossoms draw about 1 million visitors to the nation's capital each spring. This year's National Cherry Blossom Festival, which includes events and performances, will run from March 20 to April 14.

Online: National Cherry Blossom Festival: <http://www.nationalcherryblossomfestival.org/>

National Park Service: <http://www.nps.gov/cherry/index.htm>

Printed Materials – Images of Local & National Broadcast



Printed Materials – Local, National, International Clip Highlights



Promotional Materials – Facebook





NATIONAL
Cherry Blossom
FESTIVAL

National Cherry Blossom Festival
36,085 likes · 191 talking about this

Liked

Non-Profit Organization
Welcome to the official page of the National Cherry Blossom Festival.



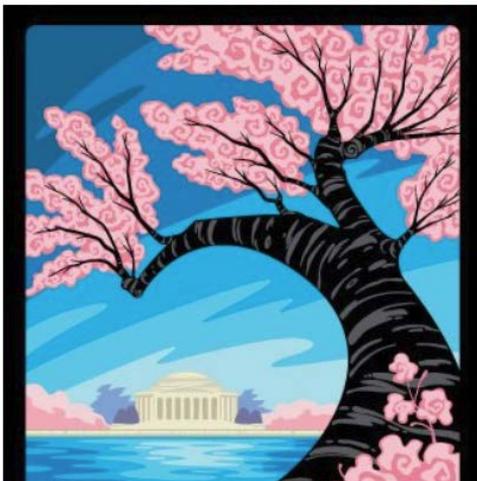
36,085



BUY
TICKETS

Have you seen the 2013 Official Festival Poster? This year's design, by Erik Abel Art, was inspired by his love of the ocean and surfing. You can purchase the Festival poster and merchandise online.

<http://bit.ly/XFEK1>

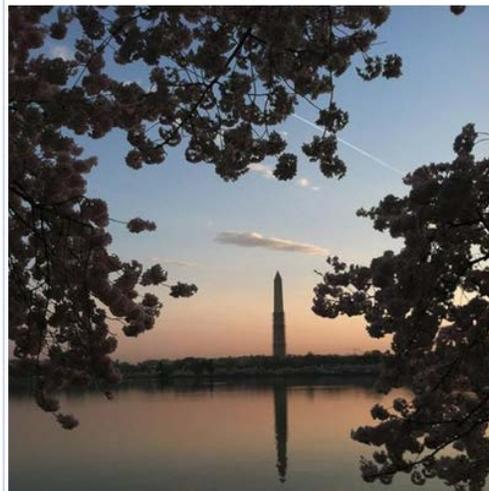


Like · Comment · Share 820 22 288

44,437 people saw this post

Boost Post

Good morning! It's going to be a beautiful day to see the blossoms!



Like · Comment · Share 2,063 67 241

47,308 people saw this post

Boost Post

The National Cherry Blossom Festival is getting a little love from Times Square. Celebrate the Nation's Greatest Springtime Festival here in DC! Thank you Toshiba Innovation.



Like · Comment · Share 279 6 46

17,402 people saw this post

Boost Post

clothed paper dolls? Our Family Days event, sponsored by Safeway, is off to a great start. Join us for crafts, entertainment, and activities focused on architecture, the blossoms, and Japanese arts and design at National Building Museum today and tomorrow!

<http://www.nationalcherryblossomfestival.org/2013/03/22/enjoy-family-days-during-opening-weekend/>



Unlike · Comment · Share 220 9 44

18,148 people saw this post

Boost Post



Promotional Materials – Twitter



The Official NCBF @CherryBlossFest 10 Apr
 RT @fswashington: Stay up-to-date on all of the @CherryBlossFest events & fun by downloading the free app here: ow.ly/jTr5A
 Expand

The Official NCBF @CherryBlossFest 10 Apr
 @JasonArtus they are in full bloom. It'll be a beautiful day!
 #cherryblossom
 View conversation

The Official NCBF @CherryBlossFest 10 Apr
 A beautiful morning to see the blossoms! #cherryblossom
 #cherryblosspics #DC #nofilter [instagram.com/p/X7BdudRQ4T/](https://www.instagram.com/p/X7BdudRQ4T/)
 Collapse Reply Delete Favorite More

22 RETWEETS 1 FAVORITE

7:18 AM - 10 Apr 13 · Details

Reply to @CherryBlossFest

Norma Valentini @NormaValentini 10 Apr
 "@CherryBlossFest: A beautiful morning to see the blossoms!
 #cherryblossom #cherryblosspics #DC #nofilter [Instagram.com/p/X7BdudRQ4T/](https://www.instagram.com/p/X7BdudRQ4T/)"
 Collapse Reply Retweet Favorite More

7:31 AM - 10 Apr 13 · Details

Promotional Materials – E-newsletter



THE NATION'S GREATEST SPRINGTIME CELEBRATION

March 20 – April 14, 2013 | Washington, DC



Spring Into Savings Throughout the Festival

Pick up your FREE Petal Pass exclusively at 225 Capital One Bank® branches. Present the Pass for savings at local attractions, restaurants, retailers, fitness centers, and more. For a complete list of offers and participating locations, visit nationalcherryblossomfestival.org/petalpass.



ESCADA Cherry in the Air

At participating Kohl's stores, receive a complimentary sample of fragrance while supplies last. (no purchase required)



Hair Cuttery

\$3 off any service of \$25 or more



Macy's Metro Center

10% visitor savings pass



Newseum

10% off general admission (restrictions may apply)



Phillips Flagship Restaurant

\$10 off purchase of \$50



Pinkberry

Buy one small frozen yogurt and get one Greek yogurt free



SUBWAY®

Free 21 oz. fountain drink with the purchase of any footlong sub, offer good at participating SUBWAY® Restaurants in the greater Washington DC metro area only



T.G.I. Friday's

Free appetizer, an \$8 value

Online Auction

Support the Festival while bidding on fantastic items, escapes, and so much more! The Festival online auction opens March 14 and proceeds help keep the majority of events free and open to the public.

Volunteer Today!

You can play an important role in keeping the nation's greatest springtime celebration running! Our volunteers work at all levels of the Festival to support programs that build community spirit and connect diverse groups throughout the city. To find out how to get involved [click here](#).

App now available!

Grab your phone and start planning! The free Festival app for iPhone and Android puts information about every event at your fingertips. Use it to plan ahead and create your personal Festival schedule. Or use it on the fly to find out what's happening in real time. Scan the QR code to download the app today.



Festival Spirit Permeates the Region

Everyone will be seeing pink for the Festival thanks to City in Bloom, presented by Capital One Bank®. Look for blossoms everywhere - on buildings, on windows, on cars - as area businesses, organizations, and iconic buildings display their Festival pride with light projections, custom banners, and blossom decals. Japan joins in for the first time this year as Hard Rock Café Tokyo lights in conjunction with Hard Rock Café Washington, DC! Find everything you need to be part of the celebration [online](#).



Follow Us






Promotional Materials – Website News Posts

National Cherry Blossom Festival
THE NATION'S GREATEST SPRINGTIME CELEBRATION

WASHINGTON, D.C.
MARCH 20 - APRIL 14, 2013

Gift Shop | Press Room | Contact **SUPPORT US**

ABOUT | EVENTS | NEWS | VISITOR INFORMATION | IN THE COMMUNITY | GET INVOLVED Search

WE'VE GOT BLOSSOM SPIRIT.
Discover ways to get involved

LEARN MORE

Book a Hotel »
Take advantage of special deals and packages offered by our partner hotels.

Festival Merchandise is here »

Stay Informed
FOLLOW US
f t e

WHAT'S NEW ALL NEWS »

**National Cherry Blossom Festival Parade this Saturday!**
Celebrity entertainment includes Disney's Coco Jones, Grammy award-winning artist Mya, and so much more.
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**Vote for Overall Winner of Youth Art Contest**
Stop by Union Station or vote online through April 14.
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**Southwest Waterfront Fireworks Festival tomorrow!**
Enjoy eight hours of entertainment amidst the cherry blossoms prior to the Fireworks Show at 8:30 PM!
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Supporting Materials -



Festival President Diana Mayhew Interviewed at Kick-off Press Conference



Festival events promoted at Press Conference



Chef Lorena Garcia completes a cooking demonstration on NBC Washington to promote the Pink Tie Party



Vincent C. Gray, Mayor of the District of Columbia, addresses media and guests at the Opening Ceremony



Parade Grand Marshal Joshua Morgan Interviewed at the Tidal Basin