

The background is a vibrant pink color. It is decorated with various cherry blossom-themed graphics: a large red flower in the top left, a white flower in the top center, a cluster of small black starburst shapes in the top right, and several other flowers in shades of pink and red scattered throughout. The text is centered in the middle of the page.

2021 National Cherry Blossom Festival

Neighborhood Champions

Petal Porch Parade & Procession



2021 NATIONAL CHERRY BLOSSOM FESTIVAL

Key Objectives

The 2021 Festival will:

- Present a series of innovative, entertaining, and engaging hybrid events and community outreach programs designed to incorporate both virtual and personal experiences while adhering to city and CDC guidelines
- Foster public trust as the health and safety of our staff, attendees, sponsors and other Festival stakeholders is our first priority
- Emphasize inclusivity as a top priority, with most programming being free and open to the public
- Leverage the Festival's brand and tradition in playing a critical role in DC's economic recovery, engaging communities and the Festival's extensive audience in creating revenue opportunities for local businesses

2021 KEY EVENTS

March 20 - April 11

- **OPENING CEREMONY:** March 20, 2021
- **KITE FLY:** March 27, 2021
- **PINK TIE PARTY:** March 27, 2021
- **CELEBRATION TV SHOW:** April 10, 2021
- **PORCH PARADE PROCESSIONS:** April 10-11, 2021





PETAL PORCH PARADE & PROCESSION

PURPOSE:

- Invite DMV residents to celebrate their cherry blossom/springtime spirit by decorating their porches, yards, and/or windows
- Encourage the community to get outside and explore their neighborhoods

VISION:

- Participants register online and NCBF creates a map of Petal Porch locations
- Porch Touring (March 20 - April 11): Porch decorations in place for three weeks for neighbors to tour
- Porch Procession (April 10 - 11): In a grand culmination of the project, a National Cherry Blossom Festival Petal Procession will visit Porch Parade neighborhoods (based on density clustering).
 - Approximately 10 vehicles in the procession will be painted by DC-based visual artists
 - **If we are able to gather up to 250 people or more, the procession may end in an outdoor location where neighbors can be treated to a one-hour Pink-nic (boxed lunches and acoustic music) and get up-close to the painted vehicles.*



FORMAT: In-person



NEIGHBORHOOD CHAMPIONS

- Who are they?
 - Neighborhood champions are people in the community who are fearless in raising awareness and support for causes or events in their community. It could also be an individual that had a good rapport with their neighbors.
- How can the Neighborhood Champions support the Festival?
 - By spreading the word about Porch Parade through social media, NextDoor, listservs, etc.
- The ASK!
 - Identify three individuals (Neighborhood Champions) to aid in the recruitment and outreach. Submit their names [here](#).
- Reward
 - Possible Petal Procession with 10 painted vehicles driven through their neighborhood



Questions?

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nationalcherryblossomfestival.org

