



**CONTACT:**

Linda Roth Conte  
Linda Roth Associates, Inc.  
[linda@lindarothpr.com](mailto:linda@lindarothpr.com)  
703-417-2700  
[www.lindarothpr.com](http://www.lindarothpr.com)

Danielle Piacente  
National Cherry Blossom Festival  
[danielle@downtowndc.org](mailto:danielle@downtowndc.org)  
202-638-8374  
[www.nationalcherryblossomfestival.org](http://www.nationalcherryblossomfestival.org)

**FOR IMMEDIATE RELEASE**

**BLOOMIN' BRILLIANT! FOTODC AND THE NATIONAL CHERRY BLOSSOM FESTIVAL LAUNCH THE NATIONAL CHERRY BLOSSOM PHOTO CONTEST**

Washington, DC [January 5, 2011] – FotoDC and the National Cherry Blossom Festival have joined to co-produce the first annual National Cherry Blossom Photo Contest focused on cherry blossoms and the nation's greatest celebration of spring.

The contest, which runs from February 11 – April 9, 2011, will accept entries in three categories: Landscape, People, and Festivities, taken during this year's Festival, March 26 – April 10, or taken within the previous two years. Winners of each category will receive \$500 in prize money, exposure on the popular FotoDC and National Cherry Blossom Festival websites, and recognition through a special winners' celebration. In addition, winners and the top 100 images will be exhibited in print or projection form during FotoWeek DC's annual festival in November 2011.

This important collaboration with the National Cherry Blossom Festival is among the first photography projects undertaken by FotoDC since the organization became a year-round operation. "We wanted our initial FotoDC projects to be a launch pad for us as we move from a once-a-year festival to year-round programming. The dramatic profusion of cherry blossoms along the Tidal Basin and the excitement of Festival activities make the perfect platform for contestants. I have high expectations for our entries," said Theo Adamstein, FotoDC founder.

President of the National Cherry Blossom Festival, Diana Mayhew, is enthusiastic as well. "We are excited to see the essence of the Festival captured in the contest – spring and beauty in our natural environment, unparalleled entertainment and culture, and the spirit of the community. The partnership between our organizations and first annual contest will showcase all the wonderful photographers who join us each year," she said.

Details regarding the First Annual Cherry Blossom Photo Contest will be available on February 10, 2011, with submissions beginning on February 11.

Founded in 2008, FotoWeek DC is a 501(c)(3) non-profit organization that has evolved from a city-centric photography festival to **FotoDC**, a multi-season tribute to photography in all its forms. FotoDC celebrates the transformative power of photography through the exhibition of inspiring and provocative images, diverse programming, and collaboration with the local and international community. FotoWeek DC continues to play a central role in FotoDC programming, with its annual festival in November. For further information visit [www.FotoWeekDC.org](http://www.FotoWeekDC.org).

The **National Cherry Blossom Festival, Inc.** is a 501(c)(3) not-for-profit organization dedicated to promoting the beauty of nature and international friendship through year-round programs, events, and educational initiatives that enhance our environment, showcase arts and culture, and build community spirit. For more information, call **(877) 44-BLOOM** or visit [www.nationalcherryblossomfestival.org](http://www.nationalcherryblossomfestival.org).

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