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FOR IMMEDIATE RELEASE

**THESE BLOOMS WON'T LAST FOREVER!
ONLY 13 DAYS LEFT FOR
NATIONAL CHERRY BLOSSOM PHOTO CONTEST SUBMISSIONS**
Deadline - April 9, 2011

Washington, DC [March 28, 2011] -- [FotoDC](http://FotoDC.org), the premier photography non-profit, which has evolved from FotoWeek DC, is celebrating the power of photography and its unlimited possibilities with the onset of spring. FotoDC has partnered with the [National Cherry Blossom Festival](http://NationalCherryBlossomFestival.org) to produce the [National Cherry Blossom Photo Contest](http://NationalCherryBlossomPhotoContest.org). The submission deadline has been set for April 9, 2011.

"This is a special contest for us as the festival is a widely-anticipated and important tradition in our Nation's Capital," said Theo Adamstein, FotoDC Founder, "With everything that the festival entails - the people, the cherry blossoms, the city - photography is the perfect medium to make these classic moments timeless."

The contest, which began on February 11, is accepting 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.

The judges for this inaugural contest will be comprised of some of the biggest names in the industry including David Hicks, Washingtonian Photo Editor; Kim Hubbard, Senior Photo Editor at National Geographic; and Jayme McLellan, Curator, Founder, and Director of Civilian Art Projects.

For each category, first place winners will receive a \$500 cash prize, second place winners will receive a weekend stay at the [Renaissance Washington, DC Dupont Circle Hotel](http://RenaissanceWashingtonDCDupontCircleHotel.com), and third place winners will receive a Nikon Coolpix S3000, sponsored by [Penn Camera](http://PennCamera.com).

All finalist and winning images will be projected at [FLASH](http://FLASH.org) in Crystal City on April 16, 2011; gain media and online exposure at FotoDC.org and NationalCherryBlossomFestival.org; and will be shown in projection and/or exhibition form during the 2011 FotoWeek DC Festival, November 5-12, 2011.

About FotoDC

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.

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