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For Immediate Release

## CHERRY BLOSSOM MEDIA ADVISORY

 *With peak bloom coming early due to rising temperatures, we are offering a media availability to see how we care for the Cherry Trees and get them ready for their big moment.* 

**WHEN:** Wednesday, March 8, 2023, 10:30-11:30 AM

**WHERE:** [Paddle Boat Parking Lot](#) on the Tidal Basin

**WHAT:** Media will be able to get photos and video of National Park Service crews working on the grounds to showcase all that goes into caring for the Japanese flowering Cherry Trees. Crews will be pruning the trees so you can expect to see work with ladders, loppers and snippers with the Tidal Basin or the Washington Monument in the background. This is part of [the work that happens year-round](#) to ensure this Washington, D.C. treasure is primed and ready for peak bloom (March 22 - 25) and also healthy and able to continue blooming for generations to come.

**WHO:**

- **Matthew Morrison**, Arborist for National Mall and Memorial Parks
- **Catherine Townsend**, President and CEO of the Trust for the National Mall
- **Mike Litterst**, Chief of Communications and Spokesperson, National Mall and Memorial Parks.

**WHY:**

- **Countering impacts of wear & tear:** Now in their 111th year on the Tidal Basin, the trees need care and attention more than ever given the heavy foot traffic and wear and tear they experience from millions of visitors who flock to see the trees every year. Year-round maintenance (pruning, feeding and watering) is important to keep the trees and buds healthy and the roots protected so they can thrive for generations to come.
- **The trees are threatened by climate change.** The trees are behaving in new and unexpected ways - including blooming early - as [weather becomes more unpredictable](#), and the climate gets warmer and wetter.
- **Daily flooding is damaging.** With rising sea levels, intense storms, and infrastructure issues, the Tidal Basin now floods the trees twice a day, adding to their long-term

challenges.

- **What you'll see this Cherry Tree Season:** In addition to the popular [#BloomCam](#), a partnership between the Trust, EarthCam and the National Park Service, the Trust for the National Mall also has an additional live streaming camera - [#MonumentCam](#) to offer enhanced views as the Cherry Trees in bloom. This year's [National Cherry Blossom Festival](#) March 20-April 16 includes the popular kite festival and festival parade.
- **Fundraising to support the Cherry Trees:** The Trust for the National Mall raises funds that are needed for care of the cherry trees above and beyond what's provided in the National Park Service budget. Supported by the National Cherry Blossom Festival, [the Trust for the National Mall's Adopt a Cherry Tree Program](#) has a goal of raising \$3.7 million (\$1,000 for each of the 3,700 cherry trees) to help the National Park Service care for the trees and protect them for the next generation. Viewers can support the trees here: <https://donorbox.org/adopt-a-cherry-tree-1>

### CHERRY TREE FAST FACTS:

- There are 3,700 Cherry Trees on the National Mall. Every year approximately 90 trees need replacing.
- The original Cherry Trees were planted in 1912, making this year the 111th anniversary of the cherry blossoms on the National Mall.
- There are more than 36 million annual visits each year on the National Mall.
- March 15, 1990, marks the earliest peak bloom on record while April 18, 1958, is the latest peak. [Last year peak bloom occurred on March 21](#).
- A Media Kit with photos and video of the Cherry Trees is available at [this DROPBOX link](#).

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