

PRESS RELEASE
February 18, 2021

Sakura Matsuri – Virtual Community Gathering to Celebrate Cherry Blossom Season Virtually on April 3, 2021

WASHINGTON, D.C. – Due to the ongoing COVID-19 pandemic, the Japan-America Society of Washington, D.C. has decided to postpone the 2021 Sakura Matsuri – Japanese Street Festival. In place of the Sakura Matsuri this year, JASWDC will provide an online platform to gather the Sakura Matsuri community—vendors, exhibitors, demonstrators, attendees, and sponsors—for a virtual celebration on April 3rd, placing the Sakura Matsuri at the center of this year's National Cherry Blossom Festival.

The Virtual Gathering will be held on *Hopin*, an interactive online event platform, and will feature a live stage, on which the Matsuri will invite favorite local and Japanese groups to perform during the event. Attendees will have the chance to participate through the event chat, where they can interact with performers, vendors, and other participants. Virtual Expo Booths will also feature in the community gathering, giving attendees the ability to browse Japanese crafts, view demonstrations, purchase items, meet with business owners, and learn more about Japan.

The Sakura Matsuri – Virtual Community Gathering is a free event and is open to the public. The gathering will run from 12PM to 3PM EST on Saturday, April 3rd. Please follow JASWDC Twitter (@jas_wdc), Facebook (@jas.wdc), and Instagram (@jaswdc) feeds for further information and updates or visit www.sakuramatsuri.org.

About the Japan-America Society of Washington DC

The Japan-America Society of Washington DC is a 501(c)(3) educational and cultural non-profit organization dedicated to strengthening the relationship between Japan and the U.S. at the grassroots public diplomacy level. Our programming aims to bring Japanese and American people closer together in the Nation's Capital area.

Press Contacts

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