

VANCOUVER CHERRY BLOSSOM FESTIVAL - 2024 SEASON DATES AND WELCOME TO TD AS PRESENTING SPONSOR

Marking the beginning of a dynamic collaboration set to blossom over the next three years.

VANCOUVER, B.C. (January 18, 2024) — The Vancouver Cherry Blossom Festival (VCBF) is delighted to announce TD Bank Group as its new presenting sponsor for the next three years, starting with the 2024 season (March 29-April 25, 2024). This announcement marks a significant opportunity for the festival, as TD's generous support allows us to expand our programming and lay the groundwork for an even more vibrant and engaging future.

TD, known for its dedication to fostering community connections, is excited to be part of the celebration of Vancouver's iconic cherry blossoms.

"We're so proud to expand our relationship with the VCBF through this new title sponsorship, as the festival prepares to launch its best season yet," said Kevin Hamaoka, Senior Vice President of Pacific Business Banking, TD Bank Group. "Through the TD Ready Commitment, our corporate citizenship platform, we're supporting organizations focused on increasing access for people to take part in cultural activities, reflect diverse voices and bring people together."

The schedule, for what will be one of our most memorable seasons yet, features a diverse range of events that showcase the beauty and cultural significance of cherry blossoms.

- **Blossoms After Dark (March 29-31)**

Kicking off the festivities is *Blossoms After Dark*, which offers a magical evening experience under the illuminated cherry blossoms.

- **The Big Picnic (March 30)**

The Big Picnic is an outdoor event that unites our diverse community in a cultural celebration. Last spring, 10,000 festival fans gathered under the blossoms at beautiful David Lam Park in the heart of Yaletown. Join us for our brand new BreakOUT - listen to a series of movement and dance instructions on "silent disco" headphones, follow along with 49 other people and see what happens!

- **Sakura Days Japan Fair (April 13-14)**

The *Sakura Days Japan Fair* will be a celebration of Japanese arts and culture amidst the breathtaking cherry blossoms at VanDusen Botanical Garden. Each year, the Fair attracts over 15,000 attendees, vendors and volunteers for a wide range of activities that showcase the richness of Japanese culture, including music and dance performances, vendor offerings, food trucks, ikebana presentations, sake tasting and much more.

- Bookmark our website and watch out on our social channels for updates on ***Tree Talks and Walks, Bike the Blossoms, Haiku Invitational, Haiku Exhibition, Workshops*** and more. Save the dates and join us in celebrating the arrival of spring at the

Vancouver Cherry Blossom Festival, where nature, art, and community come together in a harmonious burst of colour and culture.

Andrea Arnot, VCBF Executive Director, shares her excitement, “Our board and staff team are thrilled to announce our festival events schedule and are extremely grateful to TD for supporting us in this significant way. We have been busy planning our events with even more avenues to bring community members together with meaningful, interactive and fun activities and performances.”

We are currently seeking community partners and organizations for The Big Picnic and Pop-Up Events. To apply, please visit our [VCBF 2024: Community Partner Application Form](#).

Additionally, we are in search of selling/non-selling vendors, food vendors, and talented performers for The Big Picnic, Blossoms After Dark, and several smaller Pop-Up Events. Interested applicants can submit their applications through [VCBF 2024: General Expression of Interest Form](#).

About Vancouver Cherry Blossom Festival (VCBF):

The Vancouver Cherry Blossom Festival is a charitable not-for-profit organization that educates and engages diverse communities through accessible local arts and culture activities that celebrate the fragile beauty of the cherry blossom. The Festival events throughout the city bring people together to celebrate nature, creativity, and Vancouver’s cherry tree heritage. Cherry blossom viewing has become a joyful Festival springtime tradition in our city now as people celebrate the 54 different varieties blossom across our city. For more information about the festival and upcoming programs and events, visit www.vcbf.ca.

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