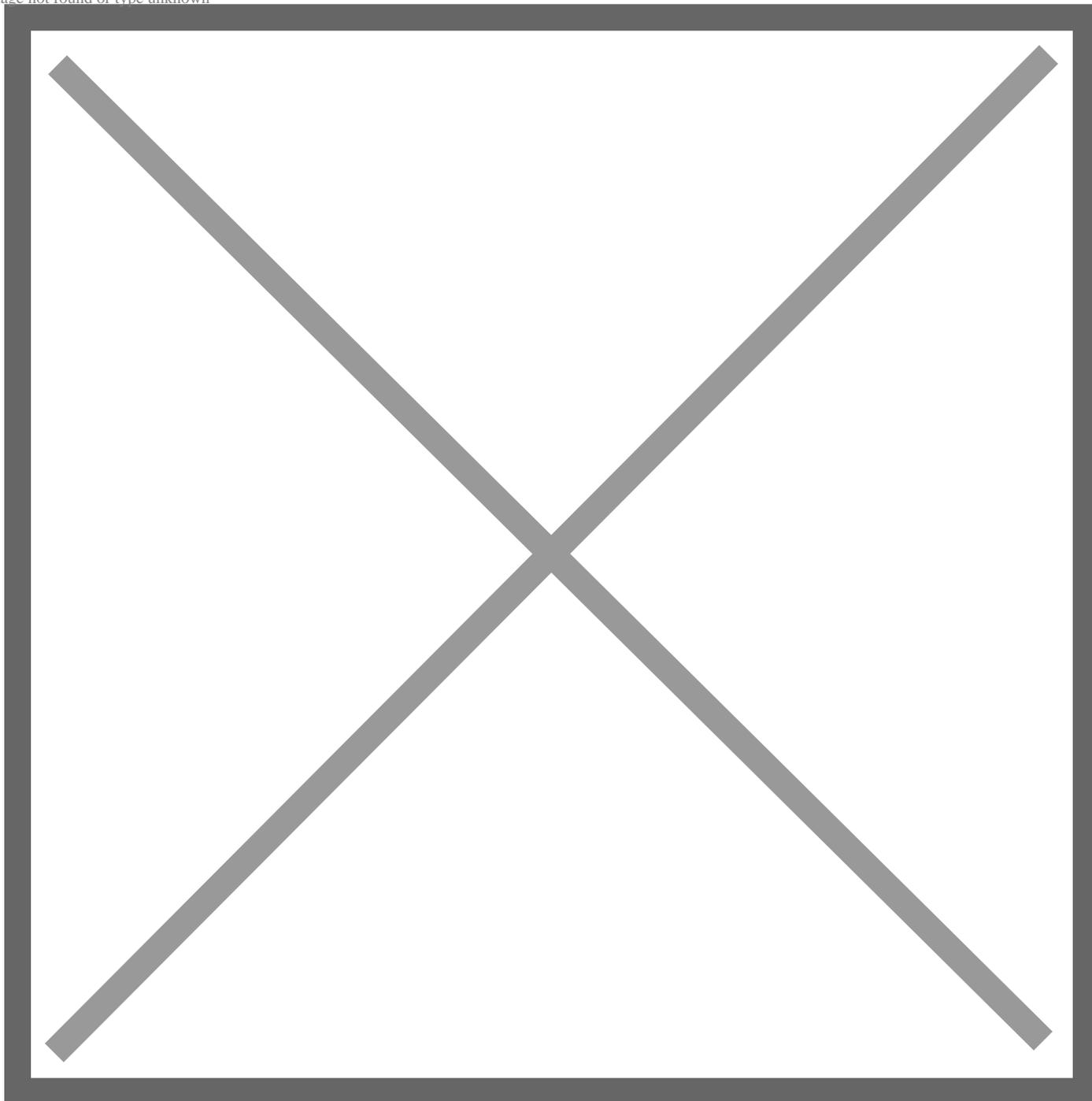


# **SPRING INTO BLOOM WITH LEXUS AT THE 2026 NATIONAL CHERRY BLOSSOM FESTIVAL**

April 01, 2026

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**WASHINGTON, D.C. (April 1, 2026)** – This April, visitors to the National Cherry Blossom Festival will not just admire the blossoms, they will become part of the celebration itself. Through “Bloom by Lexus,” festivalgoers can hand-select fresh stems, savor cherry blossom-shaped macarons, and witness vehicles transformed into living art as spring comes alive across Washington’s most iconic venues.

At the heart of D.C.’s most magical season, Lexus creates moments where you step beyond spectating and into participation — where modern luxury meets Japanese tradition in experiences designed to feel personal, polished, and unforgettable.

### **Petalpalooza®: Build Your Bloom**

On Saturday, April 4th from 1:00 p.m. to 9:00 p.m., Tingey Square transforms into a large-scale living garden where you become the artist.

#### **What You’ll Experience:**

- **The Lexus Bloom Bar:** Hand-select fresh stems surrounding a cherry blossom-wrapped LC 500 Convertible. Create a custom bouquet of Japanese-inspired blooms wrapped in branded paper — a nod to Furoshiki, the traditional Japanese art of fabric gift-wrapping. The bouquet becomes a spring memory that lives beyond the festival that guests can take home.
- **Petals & Pour:** Savor cherry blossom-shaped macarons crafted from D.C.’s Chiboo Bakery while sipping on Pop & Bottle matcha green tea. These springtime treats utilizing Japanese ingredients invite guests on a sensory journey of texture, aroma, and taste.
- **Featured Vehicles within the Living Garden Design:** Mirrored structures multiply florals from every angle, creating infinite reflections that are enhanced by live DJ entertainment, courtesy of Mark Levinson. Flowers envelop the four vehicles on display: an embossed LC 500 Convertible, a silk-wrapped LX 700h, and the newly refreshed ES 350e and RZ 550e, to create the perfect photo opportunity.
- **Ride & Drive:** Curious about getting behind the wheel of the latest Lexus models? You’re invited to join us for the Lexus Driving Experience to test drive the RX 450h+ and RZ 450e. Reservations are available on-site at the registration lounge.

Woven throughout the activation, guests will experience Omotenashi — Japanese hospitality that anticipates their needs before they are asked.

### **National Cherry Blossom Festival Parade®: Spring in Motion**

One week later, on Saturday, April 11th from 11:00 a.m. to 1:30 p.m., Constitution Avenue becomes a celebration of bloom and movement.

#### **Blossom Moments, Driven by Lexus**

The parade opens with the embossed LC 500 Convertible carrying the Grand Marshal between 7th and 17th Streets. Behind it, the silk-wrapped LX 700h glides through pink confetti while the high-energy of the Parade creates coordinated bursts of color and motion.

The entire procession becomes a multisensory experience where innovation and performance meet the timeless beauty of cherry blossoms.

Between Petalpalooza® and the National Cherry Blossom Festival Parade, Lexus transforms spring from something you observe into something you create — moments that linger as stories of what you made, tasted, and carried home. Discover more at [bloombylexus.com](https://bloombylexus.com).

#### **Event Details:**

##### **Petalpalooza®**

- Saturday, April 4, 1:00 p.m. – 9:00 p.m.
- Tingley Square, 221 Tingley St SE, Washington, DC

### **National Cherry Blossom Festival Parade**

- Saturday, April 11, 11:00 a.m. – 1:30 p.m.
- Constitution Avenue NW (between 7th and 17th Streets)