

Georgetown Announces “Book Hill in Bloom” Promotions, Giant Cherry Blossom Sculpture

More than 25 Georgetown small businesses are celebrating cherry blossom season, March 20 - April 11, with storefront decorations, specials & enter-to-win prize drawing.

Washington, D.C. (March 11, 2021) - Georgetown is celebrating DC’s cherry blossom season with a new Book Hill in Bloom promotional event, March 20 - April 11. More than 25 small businesses on upper Wisconsin Avenue are participating by decorating their storefronts with pink and cherry blossom-themed decorations, offering special promotions, and donating prizes for an enter-to-win drawing.

Book Hill Park (near the intersection of Wisconsin Ave & Reservoir Road) was also selected as one of 26 locations to host a giant cherry blossom sculpture as part of the National Cherry Blossom Festival’s citywide Art in Bloom program. An artist has been selected to paint and transform this blossom into a beautiful work of art, which will be on display March 20 - April 30. Share your sculpture pictures @CherryBlossFest and @officialgeorgetowndc and tag #ArtInBloom and #BookHillInBloom.

Georgetown Main Street is also organizing Second Saturday in April, to coincide with Book Hill in Bloom. This designated day for community events encourages locals to get active, explore their community, and support small and local businesses.

Visit georgetowndc.com/book-hill-in-bloom for more information on cherry blossom activities and promotions in Georgetown. Another DC spring tradition, Book Hill’s annual Georgetown French Market has been rescheduled for the Fall, when it is safer for larger crowds to gather.

BOOK HILL IN BLOOM PROMOTIONS

Fashion & Accessories

- LiLi the First (1419 Wisconsin Ave) / Discover their 2021 international spring collection.
- Pretty Chic (1671 Wisconsin Ave) / 50% off all jewelry.
- Signature (1626 Wisconsin Ave) / 10% off new 2021 collection of evening and Prom dresses + complimentary donuts and cupcakes from 11:30 am - 2:30 pm.

- Village Art and Craft (1625 Wisconsin Ave) / Free gift with purchase over \$20, 12 pm - 4 pm.

Food & Drink

- Bacchus Wine Cellar (1635 Wisconsin Ave) / 15% off six still wines and 20% off a case. Freshen up your wine fridge with their new Spring wines.
- Bakery and Cafe La Jolie Bleue (1560 Wisconsin Ave) / Assorted Mediterranean treats, and Baklava available Tuesday - Thursday from 1 pm - 5 pm.
- Boulangerie Christophe (1422 Wisconsin Ave) / Biscuit Joconde dessert with light cream and cherry mousse.
- City Sliders (1529 Wisconsin Ave) / Cherry blossom special prefix menu, plus pink martinis, Monday - Sunday.
- Jaco Juice & Taco Bar (1614 Wisconsin Ave) / Limited-time cherry blossom smoothie (cherries, banana, pineapple, agave (optional) coconut water and coconut shavings) and cherry blossom acai bowl (cherries, yogurt, banana and pitaya blended, with chopped almonds, coconut shavings, chia seeds, dried cherries and granola on top) available, each for \$6.
- Officina (1525 Wisconsin Ave) / Enjoy a bottle from their Mercato from 1 pm - 6 pm with no corkage fee, Wednesday - Sunday.
- Patisserie Poupon (1645 Wisconsin Ave) / Pink-themed pastries.
- Spicez (1610 Wisconsin Ave) / Spiced chai with coconut cookies special for \$9.50.
- Thomas Sweet (3214 P St) / March 30 only, get 15% off a small cone or cup of ice cream for "Special Thomas Sweet Tuesday"

Salons & Spas

- Casabella Salon (1436 Wisconsin Ave) / Cherry blossom spa pedicure and manicures at discount prices.
- Lumen Salon (1502 Wisconsin Ave) / Free virtual consultation plus \$25 off your first color appointment with Hannah when you book your appointment before April 11 with the promo code BLOOM25. Text BLOOM25 to (202) 676-6313 to schedule.
- Salon ILO (1637 Wisconsin Ave) / Complimentary Kerastase treatment when you book a manicure and/or pedicure with your hair service, plus 10% off all Kerastase products. *Must indicate you want this treatment when booking your service.
- Violet Salon (1513 Wisconsin Ave) / First-time guests will receive half-off blowdrys with select stylists, Tuesday - Saturday from 10 am - 6 pm.

Art & Home

- Calloway Fine Art & Consulting (1643 Wisconsin Ave) / \$5 off cherry blossom photo magnets when you use code "blossom" at checkout. Photo magnets will be available online and in-store; the gallery is open Tuesday through Saturday.
- Oliver Dunn and Moss & Co. (1657 Wisconsin Ave) / Gift with purchase over \$100.
- Scilla + Luna (1675 Wisconsin Ave) / 20% off their entire online shop.
- Washington Printmakers Gallery (1641 Wisconsin Ave) / Gift with purchase.

Specialty

- Carpe Librum Pop-Up (3217 P St) / Visit the Chase Bank parking lot Sunday, March 21 from 10 am - 5 pm to browse thousands of books, CDs, DVDs, and vinyl records, all on sale for under \$6. There's something for everyone at this sale: children's books, teen reads, brand-new bestsellers in amazing condition, classic vintage hardbacks, and more. Carpe Librum is a local donation-based used bookstore benefiting the DC nonprofit Turning the Page.
- Chase Bank (3217 P St) / New Chase clients will receive \$200 when opening a checking account with a qualified direct deposit within 90 days of account opening.
- Just Paper and Tea (3232 P St) / Cherry blossom gift with purchase.

Enter-to-Win Prizes

Customers can enter-to-win one of several great prizes worth a total of more than \$1,000 when they mention "Book Hill in Bloom" in-store at Book Hill in Bloom participating businesses. Names will be pulled at random at the end of the event.

Prizes include: \$25 City Sliders gift card, Pretty Chic scarf, Washington Printmakers Gallery print, JP Morgan Chase & Co. Old Fashioned glass set, bottle of Bacchus Wine Cellar's new favorite white wine, La Jolie Bleue assorted handmade sweets, \$50 Jaco gift card, Kerastase luxury box from Salon ILO, Just Paper and Tea basket of assorted stationery, collection of jewelry from Signature, a free haircut at Violet Salon, Oliver Dunn and Moss & Co. basket tote, \$30 gift card from REDDZ Trading, and a framed Japanese woodblock print from The Opportunity Shop.

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About the Georgetown Business Improvement District

The Georgetown Business Improvement District (BID) is a nonprofit organization dedicated to protecting and enhancing the accessibility, attractiveness and overall appeal of Georgetown. Established in 1999 by its property owners and merchants, the Georgetown BID has more than 1,000 members. The organization is located in the heart of Georgetown in Washington, D.C. and sets a standard of excellence in preserving historic charm while meeting contemporary needs. From marketing and special events, to transportation, economic development, placemaking and streetscape, the Georgetown BID contributes to the vitality and quality of life in Georgetown. For more information, visit georgetowndc.com.

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About Georgetown Main Street

Georgetown Main Street is a 501(c)(3) nonprofit organization promoting and supporting the economic vitality of the locally-owned small business community along and adjacent to Wisconsin Avenue from K Street to Whitehaven Parkway. GMS is a 2020 Main Street Affiliate and designated

as a DC Main Street program. GMS is funded in part by the DC Department of Small and Local Business Development (DSLBD).