

## **Georgetown Announces *Book Hill in Bloom* Promotions Through April 17**

*More than 15 Georgetown small businesses are celebrating cherry blossom season with storefront decorations and specials, plus an outdoor letterpress demonstration & spectacular cherry-tree gardens.*

**Washington, D.C. (March 21, 2022)** - Georgetown is celebrating DC's cherry blossom season with [Book Hill in Bloom](#), now through April 17. More than 15 small businesses on upper Wisconsin Avenue are participating by decorating their storefronts with pink and cherry blossom-themed decorations, and offering special promotions.

Additional events include an outdoor letterpress demonstration. Nearby, the 10-acre Dumbarton Oaks estate offers some of DC's most picturesque cherry tree-lined gardens and walkways.

### **Art in Bloom**

*ABCDC* by Takoma Park, Md.-based artist [Jesse Kirsch](#) was created for the National Cherry Blossom Festival's 2021 public art exhibition, Art In Bloom. This beautiful sculpture now has a permanent home in Georgetown, and currently resides in the small park in front of 1666 Wisconsin Ave NW.

Inspired by antique wood type from the world of letterpress and the alphabetized streets of Washington, DC, each letterform has a unique shape and history – much like the city, its iconic cherry blossoms, and its people. A hidden message among the jumble of letters aims to bring viewers hope for a better day to come. Take a seat, snap a picture, and tag [@OfficialGeorgetownDC](#)! To get in on the artistic action, join Jesse on Saturday, April 9 from 10 am – 1 pm for a free outdoor letterpress demonstration. Attendees can print their own postcard or coaster featuring *ABCDC*, or print their initials in wood type. RSVP [here](#)!

### **Cherry Blossoms at Dumbarton Oaks**

Visitors can stroll cherry tree-lined gardens and walkways at 10-acre [Dumbarton Oaks](#) estate, a few blocks north of Book Hill at 1703 32nd St – and one of DC's best-kept cherry blossom secrets. Set on a slope at the bottom of the garden, Cherry Hill offers a mixture of stunning cherry species without the Tidal Basin crowds.

## **BOOK HILL IN BLOOM PROMOTIONS**

## **Fashion & Accessories**

- *LiLi the First* (1419 Wisconsin Ave) / Festive open house on 3/19 from 10 am – 6 pm, introducing new spring collections from around the world. That weekend, all donations to House of Ruth will be matched.
- *Pretty Chic* (1671 Wisconsin Ave) / 50% off select jewelry.
- *Village Art and Craft* (1625 Wisconsin Ave) / Free Indian handicraft pillow case with \$30+ purchase.

## **Food & Drink**

- *Bacchus Wine Cellar* (1635 Wisconsin Ave) / 10% off French rosè wine.
- *City Sliders* (1529 Wisconsin Ave) / Special slider featuring Korean pork belly, crispy slaw, watermelon radish, cilantro, fresh jalapeno, and Gojuchangh aioli sauce.
- *Compass Coffee* (1351 Wisconsin Ave) / The Cherry Blossom Blend is a tribute to the spring season, crafted with beans sourced from Ethiopia and Guatemala, and featuring an assortment of fresh cherry and vanilla flavors whose intricate aromas precede a crisp finish. A sweet and floral pink Cherry Blossom Cream Cold Brew is also available.
- *Fountain Inn* (1659 Wisconsin Ave) / Specialty cherry blossom cocktail and zero proof cocktail menu, Wednesday – Sunday, 5 pm – 12 am.
- *Spicez* (1610 Wisconsin Ave) / Ginger chai and a dozen coconut cookies for \$8, 11 am – 2 pm.

## **Art & Home**

- *Addison/Ripley Fine Art* (1670 Wisconsin Ave) / Exhibition featuring DC artist Frank Hallam Day's nighttime photographs of the cherry blossoms.
- *Calloway Fine Art & Consulting* (1643 Wisconsin Ave) / In celebration of DC's cherry blossoms and Women's History Month, make any \$500+ purchase of artwork by a woman artist and get a free Karen Silve notebook. Our cherry picks this season are Matthew Langley's small framed paintings! Buy any two of his pieces and get a free copy of his book, *A Year in Painting*.

## **Specialty**

- *Georgetown Neighborhood Library* (3260 R St) / Cherry blossom take-home crafts and books for circulation.

Visit [georgetowndc.com/book-hill-in-bloom](http://georgetowndc.com/book-hill-in-bloom) for more information on cherry blossom activities and promotions in Georgetown, and a map of participating businesses.

###

**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](http://georgetowndc.com).