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After 50 Years and Billions of Blossoms, the 2023 Credit Union Cherry Blossom Reveals a Fresh New Look

Website and social media channels launch individual logos for 10 Mile, 5K, Kids Run and Virtual Run.

November 4, 2022, Washington, DC: 50th Anniversary colors are typically gold, but Credit Union Cherry Blossom (CUCB) organizers today announced a shift from their traditional colors of pastel pink and blue to a more modern bright pink and deep navy palette. They also introduced separate logos for the four events that comprise CUCB — 10 Mile, 5K, Kids Run and Virtual Run — on the event's website (<https://www.cherryblossom.org>), Facebook (<https://www.facebook.com/CreditUnionCherryBlossom/>), Twitter (@CUCB), Instagram (CUCB) and TikTok (CUCBinDC) social media platforms.

Event Director Phil Stewart had this to say about the new branding: "While participating in this event has meant many things to our runners, volunteers, families and friends over the first half century of Cherry Blossom's existence, we felt that the simplest and most universal distillation of what we have called "The Runner's Rite of Spring" since the earliest days would be a single cherry blossom. It represents what people take away and hold in their hearts."

Walla Design (<https://thewallawalla.co/>) founder Kevin Fenton added: "The Credit Union Cherry Blossom is one of the most well-known running events in Washington, DC. For Cherry Blossom's 50th Anniversary, we set out to create a new brand identity that truly reflects the collective values of the DC, Maryland and Virginia running community, and the dedicated volunteers that produce this annual event. The new logo features an expressive four-pronged cherry blossom that represents each of the four events that make up the Credit Union Cherry Blossom event. The abstracted blossom shape is designed with a spirited expression of excitement and energy in mind."

Upcoming milestones for the 50th Annual Credit Union Cherry Blossom include:

- 10 Mile lottery opens on Thursday, December 1, 2022, and closes at 11:59 pm on December 15; lottery results will be posted by December 19.
- First come, first served registration for the 5K will open on Tuesday, December 20, and will continue until the 5K fills up — or February 28, 2023 — whichever comes first.
- Registration for the Kids Run will open on Tuesday, January 2, 2023.
- Virtual Run registration for the 10 Mile and 5K, which will take place during the National Cherry Blossom Festival, March 20 — April 16, 2023, will also open on January 2, 2023.
- The 5K and Kids Run will take place on Saturday, April 1, 2023; the 10 Mile will be held on Sunday, April 2.

The 10 Mile will serve as the 2023 Road Runners Club of America 10 Mile National Championship and the 2022-23 PRRO Circuit Championship.

Thanks to Credit Union Miracle Day's title sponsorship since 2002, Credit Union Cherry Blossom has raised over \$10.2 million for the Children's Miracle Network Hospitals, including \$323,000 in 2022.

About the Credit Union Cherry Blossom 10 Mile:

The Credit Union Cherry Blossom races, organized by Cherry Blossom, Inc., a 501c(3) chapter of the Road Runners Club of America, are known as "The Runner's Rite of Spring®" in the Nation's Capital. The staging area for Sunday's 10 Mile is on the Washington Monument Grounds, and the course passes in sight of all of the major Washington, DC Memorials. In 2023, the reimagined Saturday 5K will stage on Freedom Plaza and traverse the route of Presidential Inaugurations down Pennsylvania Avenue before crossing the National Mall in the shadow of the Capitol Building and returning by the same route. The Kids Run is staged on the grounds of the National Building Museum. All events serve as a fundraiser for the Children's Miracle Network Hospitals, a consortium of 170 premier children's hospitals across North America. About one-third of the funds raised support Washington, DC's own Children's National ("Children's Hospital"). The event also funds the Road Runners



Club of America's "Roads Scholar" program designed to support up-and-coming U.S. distance running talent.

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Credit Union Miracle Day, Inc., a consortium of credit unions and credit union suppliers, is the title sponsor of the Credit Union Cherry Blossom 10 Mile, 5K, Kids Run and Virtual Run. Current presenting sponsors include ASICS, REI Co-op and Wegmans; supporting sponsors include CACI, Co-op Solutions, CUNA Mutual Group, PSCU, Potomac River Running, Gatorade Endurance, Suburban Solutions and UPS.

The 10 Mile is a proud member of the PRRO Circuit (<http://PRRO.org>), a series of this country's classic non-marathon prize money road races with circuit stops in Washington, DC; Spokane, WA; and Utica, NY. The 2023 10 mile will serve as the 2022-2023 PRRO Championship.

In addition to being sanctioned by USA Track & Field and the Road Runners Club of America, the Credit Union Cherry Blossom races have earned Gold Level Inspire Certification from the Council for Responsible Sport in recognition of its legacy of commitment to sustainability and thoughtful resource management.

To learn more, visit <https://www.cherryblossom.org> and follow the event on social media @CUCB and #CUCB2023.

About Walla:

The Walla Design Company is a brand strategy and design agency based in Washington, DC. The studio was founded on the belief that powerful insights can unlock unbridled imagination. We love to collaborate with the curious and celebrate the oddballs. Our best work happens when our fearless clients ignite brave design!

About Credit Union Miracle Day:

Credit Union Miracle Day is a partnership of over 100 credit unions, CUSOs and partner organizations united to sponsor the Credit Union Cherry Blossom races, promoting awareness of the credit union difference and benefitting Children's Miracle Network Hospitals nationwide.

About America's Credit Unions:

Credit unions are financial cooperatives that provide consumers choices for financial services such as checking accounts, investments and loans of all kinds, including mortgages. Funds are federally insured, but unlike banks, there are no stockholders at credit unions. Earnings are returned to member-owners in the form of lower loan rates, higher savings rates, and low or no-fee products and services. The credit union philosophy of placing members' needs first is why more than 131 million Americans do their banking at a credit union.

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Credit Union Cherry Blossom, Inc. | www.cherryblossom.org