



**Media Contact:**

Amanda Wozniak

*On Behalf of Japan America Society of Greater Philadelphia*

[awozniak@hooplaphilly.com](mailto:awozniak@hooplaphilly.com)

609-230-2643

**Japan America Society of Greater Philadelphia Celebrates  
2026 Subaru Cherry Blossom Festival with Kick-off Ceremony at  
Shofuso Japanese Tea House and Gardens**

***Media Kick-off Celebrates Sakura Weekend, March 28<sup>th</sup> & 29<sup>th</sup> at Fairmount Park  
Horticulture Center and Shofuso Japanese Cultural Center***

**WHAT:** Japan America Society of Greater Philadelphia ("JASGP") will host a press event and performance with Samurai Sword and Japanese Flute performance in front of the picturesque Shofuso Tea House and Gardens to celebrate the [2026 Philadelphia Cherry Blossom Festival](#) with Subaru of America as the leading sponsor. This kick-off event is a prelude to the vibrant two-day festival, that honors the beauty of the Japanese Sakura – the flowering cherry trees that brighten the city streets of Philadelphia. Philadelphia Parks & Recreation Commissioner Susan Slawson is amongst the guest speakers. Additional elements to include music from the Japanese Flute, children in traditional Japanese kimonos and more!

**WHEN:** Monday, March 23<sup>rd</sup>, 2026, 11am – 12pm EDT  
(Doors will open for press beginning at 10:45am)

**WHERE:**

Shofuso Japanese Cultural Center

Lansdowne & Horticultural Drives

Philadelphia, PA 19131

Parking Lot: Adjacent to Shofuso on Lansdowne Drive.

**WHO:**

- Dennis Morikawa, President, Japan America Society of Greater Philadelphia
- Jorge Leon, Festival Chair, Japan America Society of Greater Philadelphia
- Kazumi Teune, Executive Director, Japan America Society of Greater Philadelphia
- Ali Daniel, Zone Retailer Marketing Manager, Subaru of America, Inc.
- John Sigmund, Director of Partnerships & Sponsorships, Fairmount Park Conservancy
- Tony Sorrentino, CEO, Fairmount Park Conservancy
- Susan Slawson, Commissioner, Philadelphia Parks & Recreation
- Jazelle Jones, City Representative and Director of Special Events, City of Philadelphia
- Tiffany Thurman, Chief of Staff to Mayor Chelle L. Parker

**VISUALS:**

- Shofuso Japanese Tea House and Gardens including pond garden with tiered waterfall
- Near-bloom cherry blossom trees and other flowering trees
- Children wearing traditional Japanese kimonos
- Sword Master Fukuzawa-san with two children demonstrating Kendo (meaning “way of the sword”) a traditional samurai swordsmanship
- Music from the Japanese Flute, performed by Yasuyo Fukuzawa

**History of the Subaru Cherry Blossom Festival**

The annual [Subaru Cherry Blossom Festival](#) started in 1998 and continues a legacy established in 1926, when the Japanese government donated 1,600 cherry trees to Philadelphia in honor of the Sesquicentennial of American Independence. Cherry blossoms maintain deep significance in Japanese culture, prominently featured in traditional art, literature and cuisine. As Japan’s national flower, cherry blossoms often serve as a symbol of friendship to other nations.

**About the Japan America Society of Greater Philadelphia**

JASGP is a private nonprofit organization that has inspired mutual curiosity, understanding, and collaboration between Japan and Philadelphia for more than 30 years through art, business, and culture. We operate: Shofuso Japanese Cultural Center hosting over 40,000 visitors annually; produce the Subaru Cherry Blossom Festival with over 25,000 attendees; present a US-Japan Business and Public Policy Series; and provide Japanese arts, business, and cultural educational programming for all ages.