

Vancouver Cherry Blossom Festival 2015: Media Coverage

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International Coverage

AccuWeather

Title: "Springlike Warmth Gripping Pacific Northwest Sparks Early Cherry Blossoms" by Michael Kuhne

Description: short article about the Festival and how the warm weather and early bloom may affect it, several photos of Vancouver blossoms and events, HI mention for US readers

Circulation: 294th most popular website in the world, readership in USA, Canada, UK, India

Location: Pennsylvania (offices)

Medium: Online article

Date: February 28, 2015

Link: <http://www.accuweather.com/en/weather-news/springlike-warmth-northwest-vancouver-cherry-blossoms/42911741>

The Chicago Tribune

Title: "Regent Seven Seas cruises offers free business class air" by Phil Marty

Description: VCBF was included in a listing for events worth travelling to

Circulation: 8th largest newspaper in USA, most read newspaper in Chicago Metropolitan and Great Lakes areas

Location: Chicago

Medium: Online article

Date: March 11, 2015

Link: <http://www.chicagotribune.com/lifestyles/travel/ct-trav-0322-news-to-use-20150311-story.html>

Discovery Magazine

Title: "In the Pink"

Description: A paragraph on San Francisco and Vancouver's cherry blossom festivals, with dates and a photo of blossoms in Vancouver

Circulation: magazine on all of Cathay Pacific's flights, 71 destinations on 6 continents, Hong Kong's largest airline, award-winning magazine, available on Apple App Store

Location: Hong Kong (offices), worldwide (flights)

Medium: inflight magazine and iPad magazine

Date: April 2015

Link: See copy in office

Nichi Bei Weekly

Title: "2015 Japanese Culture & Cherry Blossom Festivals Guide"

Description: \$5 per copy, available for purchase online

Circulation: Annual publication of cherry blossom festivals read mostly by Japanese Americans in California, written in English, VCBF featured with high-res photos

Location: San Francisco

Medium: Print newsletter

Date: April 3, 2015

Link: <http://www.nichibeio.org/nichibeioweekly/backissues/>

World Journal

Language: Traditional Chinese

Title: "櫻花節開鑼 布辣捷運站樂音揚" by 張欣婷

Description: 5 big photos from Cherry Jam, medium-length article describing event

Circulation: North America's largest Traditional Chinese print newspaper, 350,000 daily circulation

Location: Queens, New York

Date: April 3, 2015

Medium: Print newspaper, online article

Link: <http://www.worldjournal.com/3172363/article-%E6%AB%BB%E8%8A%B1%E7%AF%80%E9%96%8B%E9%91%BC-%E5%B8%83%E8%BE%A3%E6%8D%B7%E9%81%8B%E7%AB%99%E6%A8%82%E9%9F%B3%E6%8F%9A/?ref=%E6%BA%AB%E5%93%A5%E8%8F%AF>

4Hoteliers AND PassportChop.com

Title: "Best Places in the World to See Cherry Blossoms." by ZhiQiang and TingYi

Description: Vancouver is first with a short description of SI and SDJF, followed by Washington, D.C., Brooklyn, Japan, and Macon, Georgia

Circulation: originally published on PassportChop.com

4Hoteliers is an online hotel and travel news publication with a tri-weekly opt-in newsletter (<http://www.4hoteliers.com/editorial/16>)

PassportChop.com is a small award-winning travel blog/website

Locations: Singapore (PassportChop.com), "Global" (4Hoteliers)

Medium: Online travel news blog/website

Dates: July 23, 2015 (PassportChop.com); July 26, 2015 (4Hoteliers.com)

Links: <http://www.passportchop.com/travel-articles/cherry-blossoms-vancouver-washington/>
<http://www.4hoteliers.com/features/article/9187>

National Coverage

CBC

Title: "Cherry blossom scouts: Vancouver needs your help"

Description: Cherry scouts, short article with photos and link to radio mention

Circulation: Canada's 18th most viewed website

Date: January 20, 2015

Medium: Online article, radio

Links: <http://www.cbc.ca/news/canada/british-columbia/cherry-blossom-scouts-vancouver-festival-needs-your-help-1.2914255> (article)

<http://www.cbc.ca/news/cherry-scouts-sought-by-vancouver-cherry-blossom-festival-1.2917704> (radio)

CBC

Title: "Vancouver cherry blossoms blooming early"

Description: 8 photos from Twitter in a photo gallery and a couple sentences about the weather

Medium: Online article

Date: February 13, 2015

Link: <http://www.cbc.ca/news/canada/british-columbia/vancouver-cherry-blossoms-blooming-early-1.2957369?cmp=rss>

CBC

Title: "Vancouver's cherry blossom early blooms get us going"

Description: short photo gallery from readers, brief history of the festival, online

Medium: Online article

Date: February 16, 2015

Link: <http://www.cbc.ca/news/canada/british-columbia/vancouver-s-cherry-blossom-early-blooms-get-us-going-1.2959094>

Mercedes-Benz Magazine

Title: "Night Lights" by Celeste Moure

Description: Sakura Illumination is the first paragraph, includes a photo of lanterns, date and place of event, followed by other summer evening events across Canada

Circulation: Bilingual biannual publication on travel, entertainment, design, technology, and automotive topics, 94,460 circulation, mailed to Mercedes-Benz owners, at exclusive events and Mercedes-Benz dealerships throughout Canada

Medium: Print and online magazine

Date: Spring/Summer 2015

Link: <https://magazine.mercedes-benz.ca/night-lights/> (English);
<https://magazine.mercedes-benz.ca/lheure-du-loup/?lang=fr> (French)

Ming Pao

Title: “櫻花節奪花園節日獎推售千棵櫻花樹”

Description: Short article on Canadian Garden Tourism Award with two pictures of press conference and tree planting, information about the trees in Vancouver, mention of SDJF and Birthday Blossoms

Circulation: Daily paid Traditional Chinese newspaper available at newsstands, 277,500 weekly readership

Date: March 20, 2015

Medium: Print newspaper and online article

Link: http://www.mingpaocanada.com/van/htm/News/20150320/vas1h_r.htm

Vitamin Daily

Title: “Best of the Cherry Blossom Fest” by Adrienne Matei

Description: Description of Sakura Night, Sakura Illumination, and Sakura Days Japan Fair, a photo of blossoms and another of Tojo

Circulation: Online lifestyle magazine, focuses on 5 cities across Canada, 120,000 readers, daily email newsletters, reach of 35,000 through social media

Medium: Online magazine

Date: March 25, 2015

Link: <http://vitamindaily.com/canada/culture/best-of-the-cherry-blossom-fest-1.1779015>

Sing Tao Vancouver

Title: “溫哥華櫻花節 謝建得率樂團揭幕”

Description: Short article on Cherry Jam with a few photos, list of acts

Circulation: Traditional Chinese daily paid newspaper, 36,000 daily circulation

Date: April 3, 2015

Medium: Online article

Link: <http://news.singtao.ca/vancouver/2015-04-03/province1428054809d5513922.html>

The Globe and Mail

Title: “The Scout List: Night Animal Prowl, Sakura Days Japan Fair and Capture 2015” by Michelle Sproule

Description: An abridged version of Scout Magazine’s article, sections on SDJF and Bike the Blossoms are still included

Circulation: 46th most popular website in Canada, second largest daily newspaper

Medium: Online article

Date: April 8, 2015

Link: <http://www.theglobeandmail.com/news/british-columbia/the-scout-list-night-animal-prowl-sakura-days-japan-fair-and-capture-2015/article23852848/>

Vv Magazine

Title: "It's Cherry Blossom Season in Vancouver" by Alexandria Gill

Description: Pictures of events, top five ways to enjoy the Festival: Sakura Roll, Sakura Night, Urban Tea Merchant/Bella Gelateria/Raw Bar drinks, Picnics at SDJF and community centres, Tree Talks and Walks/Bike the Blossoms, with event links to vcbf.ca

Circulation: Online lifestyle magazine formerly known as View the Vibe, reporting on fashion, food, events, etc.

Medium: Online magazine

Date: April 9, 2015

Link: <http://viewthevibe.com/its-cherry-blossom-season-in-vancouver/>

CTV News

Title: "The colourful history of Canada's biggest flower festival"

Description: History of the Canadian Tulip Festival in Ottawa, one line mentioning VCBF's 2016 festival, among other flower festivals

Circulation: 65th most visited website in Canada

Medium: Online article

Date: May 6, 2015

Link: <http://www.ctvnews.ca/5things/the-colourful-history-of-canada-s-biggest-flower-festival-1.2359874>

Local Coverage

Broadcast Media

Television

CBC Vancouver 6PM News

Description: Interview with Linda on the street about the early bloom, as part of a report on the warm weather

Medium: Television, online

Date: February 17, 2015

Link: <http://www.cbc.ca/player/News/Canada/BC/ID/2654199298/> (17:00-19:00)

CityTV Breakfast Television

Title: "Special Honour at Cherry Blossom Festival"

Description: One-minute video with Linda Speaking at VanDusen in front of the cherry blossoms, part of conference for Garden Tourism award

Circulation: Seen on morning show and on website

Medium: Television

Date: March 2015

Link: <http://www.btvancouver.ca/videos/4124115842001/>

Go! West Coast

Title: "Vancouver Cherry Blossom Festival 2015 on Shaw TV" by Jen Muranetz

Description: 3-minute video filmed at Burrard SkyTrain Station in full bloom, interviews with Linda Poole and Adrian Lee (Neighbourhood Maps), outline of several events, origin of cherry trees in Vancouver

Circulation: ShawTV community programming, 7200+ views on YouTube as of August 2015

Medium: Television (ShawTV community programming), online video (YouTube)

Date: March 20, 2015

Link: <https://www.youtube.com/watch?v=nwvLN7Xkivg>

Global Noon News

Description: 5:24 minutes, James Coleridge from Bella Gelateria makes dessert with two newscasters, promotes Sakura Night and Sakura Days Japan Fair

Medium: Television

Date: April 8, 2015

Link: https://www.youtube.com/watch?v=ZgM6HLpG_ZQ&feature=youtu.be

Radio

BC Almanac

Title: "Gardening tips with Master Gardener Brian Minter" hosted by Mark Forsythe

Description: Brian Minter in studio interview talking about gardening subjects, promoting Ornamental Cherries in Vancouver as a Christmas present

Medium: CBC 690AM radio and online podcast

Date: December 18, 2014

Link: http://podcast.cbc.ca/mp3/podcasts/bcalmanac_20141218_37891.mp3 (22:30-23:00)

The Early Edition

Description: Linda Poole in studio interview on "Cherry Scouts" sought by Vancouver Cherry Blossom Festival, hosted by Rick Cluff and Amy Bell

Medium: CBC 690 AM radio and online streaming

Date: January 19, 2015

Link: <http://www.cbc.ca/player/Radio/Local+Shows/British+Columbia/ID/2648753831/>
(1:01:33-1:04:26)

North by Northwest

Description: Egan Davis discusses lawns, gardening, and VCBF, promoted kite-flying events like Roundhouse, kite-making workshop

Medium: CBC 690AM radio and online streaming

Date: March 29, 2015

Link: <http://www.cbc.ca/player/Radio/Local+Shows/British+Columbia/ID/2661360447/> (32:15-34:30)

The Early Edition

Description: 2-minutes where Rick Cluff talks to Fred Lee (social event reporter), early bloom, Cherry Jam, SDJF, Sakura Night, history of cherry trees, David Lam

Medium: Radio, online

Date: March 30, 2015

Link:

<http://www.cbc.ca/player/Radio/Local+Shows/British+Columbia/The+Early+Edition/Full+Episodes/ID/2661522868/> (2:44:15-2:46:00)

News 1130

Title: "Weekend Events" by Ben Wilson

Description: One line on VCBF's month-long festival, first on the list

Date: April 3, 2015 (Friday of Easter weekend)

Medium: Radio, online article

Link: <http://www.news1130.com/2015/04/03/weekend-events-161/>

CBC News British Columbia

Title: "Cherry blossom scouts: Vancouver needs your help"

Description: Cherry scouts, short article with photos, linked to radio mention

Date: January 20, 2015

Medium: Online article, online streaming, CBC radio

Links:

<http://www.cbc.ca/news/canada/british-columbia/cherry-blossom-scouts-vancouver-festival-needs-your-help-1.2914255> (article)

<http://www.cbc.ca/news/cherry-scouts-sought-by-vancouver-cherry-blossom-festival-1.2917704> (radio clip)

Print Media

Newspapers

Vancouver Sun

Title: "Early bloom for some Metro Vancouver cherry blossoms" (online title), "Cherry Blossom Festival organizer nervous about early blooming" (print title) by Tiffany Crawford

Description: The possibility of an early bloom, how this will affect the Festival, monitoring the bloom, quotes from Linda Poole, different photo in each article, medium-length article
Circulation: 6-day newspaper, circulation of 165,000 copies daily, most popular newspaper in Vancouver, delivered to homes, available for purchase at newsstands, website receives more than 30 million page views monthly, 261st most popular website in Canada

Medium: Print newspaper and online article

Date: February 11, 2015 (online), February 13, 2015 (print)

Link:

<http://www.vancouversun.com/life/Early+bloom+some+Metro+Vancouver+cherry+blossoms/10805399/story.html>

The (Langara) Voice

Title: "Sunshine threatens bloom fest" by Tony Su

Description: second page of Journalism program's student newspaper, half a page, how weather will affect the blossoms, picture of Linda holding a Petal Mat

Circulation: Free weekly newspaper available at newsstands at the Langara campus, covers South Vancouver and campus news, written by Langara Journalism students

Medium: Print newspaper, online newspaper

Date: March 5, 2015

Link: http://issuu.com/langara-journalism/docs/the_voice_mar.05

Vancouver Sun

Title: "Gardening award goes to The Sun's Steve Whysall" by Yvonne Zacharias

Description: Medium-length article about Whysall's life and work, mention of VCBF's Canadian Garden Tourism Award

Medium: Print newspaper and online article

Date: March 17, 2015

Link:

<http://www.vancouversun.com/travel/Gardening+award+goes+Steve+Whysall/10897511/story.html>

24 Hours Vancouver

Title: "Vancouver flower fest could be missing blooms" by David La Riviere

Description: How the Festival may be without bloom, comments from Douglas Justice and Linda Poole

Circulation: Free daily (5-day) newspaper distributed at SkyTrain stations and bus loops, 133,000 daily circulation

Medium: Print newspaper and online article

Date: March 24, 2015

Link: <http://vancouver.24hrs.ca/2015/03/24/vancouver-flower-fest-could-be-missing-blooms>

Vancouver Courier

Description: Full-page colour ads for the VCBF in the middle of the newspaper, March 25th edition included full program guide, small cherry blossom haiku entries throughout

Circulation: Canada and Vancouver's largest community newspaper, semi-weekly, circulation of 103,000, delivered to residents' doors throughout all of the City of Vancouver for free, voted "Best Community Newspaper in B.C." twice

Medium: Print newspaper

Dates: March 25, April 1, April 3, April 8, 2015

Links: See Media Coverage file

North Shore News

Title: "A Sight to Behold" by North Shore News

Description: Picture of blossoms and a couple sentences about the VCBF

Circulation: Free semi-weekly newspaper available at newsstands in North and West Vancouver

Medium: Print newspaper, online article

Date: March 25, 2015

Link: <http://www.nsnews.com/living/home-garden/a-sight-to-behold-1.1803848>

Chilliwack Progress

Title: "Minter Humbled and Buoyed by Recognition" by Jennifer Feinberg

Description: Medium-length article about Minter with quotes, mention about VCBF's Garden Festival of the Year Award

Circulation: Free twice-weekly newspaper, delivered to homes in Chilliwack, circulation of 25,000

Medium: Print newspaper, online article

Date: March 25, 2015 (print); March 27, 2015 (online)

Link: <http://www.theprogress.com/news/297806121.html> (online article)

<http://www.theprogress.com/eEditions/?iid=i20150325050015156> (e-Edition)

Vancouver Sun

Title: "High as a kite on blossoms" by Steve Whysall

Description: cover story of Scene (arts and culture section); long-ish article with big pictures and featured events section with descriptions; excellent coverage

Medium: Print newspaper, online article

Date: March 26, 2015

Link: <http://www.vancouversun.com/news/High+kite+cherry+blossoms/10919932/story.html>

Vancouver Sun

Title: "Picking the best cherries" by Steve Whysall

Description: Medium-length article interviewing Douglas Justice about Ornamental Cherries in Vancouver, mentioning the Festival, discussing kinds of cherry trees

Medium: Print newspaper, online article

Date: April 3, 2015

Link:

<http://www.vancouversun.com/homes/Steve+Whysall+Picking+best+cherries/10941296/story.html> (online version may be abridged)

YVR Insider

Title: "YVR Community Celebrates Spring"

Description: Two large photos of Taiko drummers and banners at airport, short description

Circulation: Available for free at newsstands at YVR

Medium: Print newspaper

Date: April 16, 2015

Link: See Media Coverage file

Vancouver Sun

Title: "Town Talk: Langley Stands in for Iranian Village" by Malcolm Parry

Description: Full page article with summaries of social events around Vancouver, including Sakura Night, biggest photo was of Tojo and other chefs, photo of Linda and Daphne, online version is slightly abridged

Medium: Print newspaper, online article

Date: April 24, 2015

Link:

<http://www.vancouversun.com/news/metro/Town+Talk+Langley+stands+Iranian+village/11001792/story.html>

The Source

Title: "Finding Perennial Meanings Under Vancouver's Cherry Blossom Trees" by Simon Yee

Description: Page 7, article on the history and environmental value of Vancouver's cherry trees, tree talks and walks, including photo

Circulation: French and English

Medium: Print newspaper, online article

Date: March 24, 2015

Links: <http://thelasource.com/en/?p=11049> (article)

http://thelasource.com/media/vol15no16_English_lowres.pdf (newspaper)

Vancouver Courier

Title: "Fred Unleashed" column by Fred Lee

Description: Community page summarizing social events throughout Vancouver, two photos and captions of Sakura Night chefs, Linda Poole, and a Taiko drummer

Circulation: 160,000 page views per month

Medium: Print newspaper, online article

Date: April 24, 2015

Link: <http://www.vancourier.com/community/fred-unleashed-april-24-2015-1.1847309> (photos are in the gallery)

Newsletters*

*Some are online-only publications

Opus Visual Arts Newsletter

Title: "Plein Air Season is About to Bloom"

Description: Beautifully designed hot pink blurb with VCBF logo in the corner of the front page of the newsletter, advertising Plein-Air Sessions and Plein-Air Challenge, more information published in an OPUS blog post (link below)

Circulation: Newsletter is published monthly and is available in all OPUS stores

Medium: Print newsletter, online blog

Date: January 29-February 25, 2015

Link: <http://www.opusartsupplies.com/vbcf2015>

The Buzzer

Title: "Transit in Your Region: Everything's Coming Up Cherry Blossoms!"

Description: Paragraph about Cherry Jam, other events, photo of cherry blossoms, contest corner question to win a free FareCard was "On what date does the Vancouver Cherry Blossom Festival start?"

Circulation: Brochures are available on every bus and SkyTrain in Metro Vancouver, also posted on the Buzzer Blog

Medium: Brochure/newsletter

Date: February 20, 2015

Link: http://www.translink.ca/-/media/Documents/rider_guide/Buzzer%20Vault/2010s/2015/Buzzer_02_20_2015.pdf
<http://buzzer.translink.ca/category/the-buzzer-print-edition/>

Kerrisdale Community Centre

Title: "Arts & Recreation Guide"

Description: Back cover of magazine-style newsletter, lower third advertisement for the Kerrisdale Petal Mat Picnic, photos and description

Circulation: Newsletters available for free at all Vancouver community centres, pools, etc.

Medium: Print and online newsletter

Date: Spring 2015

Link: See Media Coverage folder

Tourism Vancouver: Trade Talk Newsletter

Title: "Where to Celebrate Cherry Blossom Season in Vancouver"

Description: Short feature on VCBF, Urban Tea Merchant, Sakura Night, YVR Picnic

Circulation: Monthly opt-in newsletter emailed to nearly 4,000 professionals in the travel industry

Medium: Online newsletter

Date: March 2015

Link:

<http://vancouver.dmplocal.com/main/index.php?action=viewsenthtml&id=20833&ids=0edd3b25b74f76658af87b6a875441ea03aec821>

BC Society of Landscape Architects

Title: "BCSLA Friday File – March 13, 2015"

Description: Events that BCSLA members might be interested in, a paragraph about the VCBF event

Circulation: Distributed through email to all members of the Society

Medium: Online newsletter

Date: March 13, 2015

Link: <http://us2.campaign-archive1.com/?u=657d9ba93b0f884fb2ec3ba45&id=d4c9e6a05e&e=0ca6128342>

Destination BC

Title: "Super, Natural British Columbia"

Description: Events listings with links, VCBF in the middle

Circulation: Emailed to subscribers, available online

Medium: Online newsletter

Date: March 26, 2015

Link:

<https://mip.tourismbc.com/Aprimo/OutboundMessage.aspx?O=0f802d49fd988201add4cb5f018b0fac&T=b333208886639fd5&D=f877b33563427aeb1ea35c14a52e6152&M=b333208886639fd5&MSGID=9bd4104a81fe71b0cc72df7fb5fedfaa1c913c93e58350d4&A=10cefe7e4b39ac77775f6dacdb03acd7&l=d4faad89c3ff889cefcc24a1a4f0310e&S=4e97ff4536a1f78ea7af83a038ae15c7>

The Buzzer

Title: "April Service Changes Start April 13: Coming Events"

Description: A couple sentences as part of a community listing, starting with VCBF

Medium: Brochure/newsletter

Date: April 3, 2015

Link: http://www.translink.ca/-/media/Documents/rider_guide/Buzzer%20Vault/2010s/2015/Buzzer_04_03_2015.pdf
(download)

VanDusen Botanical Garden and Bloedel Conservatory Spring Bulletin

Title: "Sakura Days Japan Fair: Spotlight on Japan and Spreading Cherry Cheer"

Description: Detailed description of workshops and events that will take place at SDJF, Cosplay Parade, culinary demonstrations, DIY musical instruments, kite making, Tree Spirit Faeries, etc.

Circulation: Available for free at VanDusen and Bloedel, (e)mailed to garden members

Medium: Print newsletter

Date: April-June 2015

Link: <http://www.vandusengarden.org/sites/default/files/pdf/spring-2015-bulletin.pdf>
(download)

Internet Media

Blogs

Miss 604

Title: "Vancouver Cherry Blossom Festival 2015" by Rebecca Bolwitt

Description: Summary of some VCBF events with pictures of cherry blossoms

Circulation: Voted Best Vancouver Blog by the Georgia Straight, Westender, and Vancouver Courier from 2009-2014, covers local events, well connected in Metro Vancouver community

Medium: Blog

Date: March 11, 2015

Link: <http://www.miss604.com/2015/03/vancouver-cherry-blossom-festival-2015.html>

Beyond the Rhetoric

Title: "The Telltale Sign that Spring has Sprung in Vancouver" by Michelle Kwan

Description: Short article with two photos of cherry trees in Vancouver, talking about the beauty of spring and some facts about sakura, mention of the VCBF

Medium: Blog

Date: March 13, 2015

Link: <http://btr.michaelkwan.com/2015/03/13/spring-in-vancouver/>

Vancouver Sun Blog: In the Garden

Title: "Look who's won an award. Cool." by Network/Staff

Description: Short list of winners with a photo of Linda by the trees at VanDusen

Circulation: Website receives more than 30 million page views monthly, 261st most popular website in Canada

Medium: Blog

Date: March 17, 2015

Link: <http://blogs.vancouversun.com/2015/03/17/look-whos-won-an-award-cool/>

Miss 604

Title: "Vancouver Cherry Blossom Festival 2015" by Rebecca Bollwitt

Description: Outline of the festival and its events, including Petal Mats

Date: March 18, 2015

Medium: Blog

Link: <http://www.miss604.com/2015/03/vancouver-cherry-blossom-festival-2015.html>

Roundhouse Community Centre

Title: "Go Fly a Kite" by Karen Clare

Description: article about what will happen at the Roundhouse event, information about kite flying and the kite flying workshop, some history about VCBF and Egan Davis

Circulation: visible on Roundhouse Community Centre website and promoted on social media

Medium: Blog

Date: March 20, 2015

Link: <http://roundhouse.ca/go-a-fly-kite/>

Vancouver Sun Blog: In the Garden

Title: "Flying high into cherry blossom season"

Description: Long blog post with many pictures of Egan Davis flying a big pink kite, and descriptions about Festival events, plus responses to early bloom concerns

Date: March 26, 2015

Medium: Blog

Link: <http://blogs.vancouversun.com/2015/03/26/flying-high-into-cherry-blossom-season/>

Vancouver Foodster

Title: "Sakura Night at Tojo's on April 19" by admin

Description: Information about the event and menu, photos of chefs and food

Circulation: online food, drink, and culinary event guide to the food scene in Vancouver, "educated, tech-savvy, cash-rich yet time-poor audience"

Medium: Blog

Date: March 29, 2015

Link: <http://vancouverfoodster.com/2015/03/29/sakura-night-at-tojos-on-april-19/>

Beyond Chopsticks

Title: "Spring is here, so are the cherry blossoms!" by Stephanie and Henry Yuen

Description: Sakura Night included among foodie events in Vancouver, photo of Tojo

Medium: Food blog

Date: April 1, 2015

Link: <http://beyondchopsticks.com/2015/04/01/spring-is-here-so-are-the-cherry-blossoms/>

Vancouver Sun Blog: In the Garden

Title: "Let's get into the cherry blossom spirit" by Steve Whysall

Description: Many pictures of cherry blossoms and their Latin names, details and information about events

Medium: Blog

Date: April 2, 2015

Link: <http://blogs.vancouversun.com/2015/04/02/lets-get-into-the-cherry-blossom-spirit/>

Online Articles and Videos

Kerrisdale Playbook

Title: "The Woman behind the Cherry Blossom Festival – Meet Linda Poole"

Description: Cover story about Linda, how and why she created Canada's only cherry blossom festival, photos of interview

Circulation: Monthly online magazine hosted by the Kerrisdale Community Centre Society, 3000+ online readers

Date: February 5, 2015

Medium: Online magazine

Link: <http://www.kccplaybook.org/2015/02/05/the-woman-behind-the-cherry-blossom-festival/>

The Province

Title: "Early-arriving cherry blossoms send annual signal: It's time to smile" by Kent Spencer

Description: Early bloom, comments from Linda, cherry scouts, the beauty of Spring

Circulation: 145,000 copies daily, 6-day newspaper, 632nd most popular website in Canada

Medium: Online article

Date: February 17, 2015

Link:

<http://www.theprovince.com/Early+arriving+cherry+blossoms+send+annual+signal+time+smile/10820777/story.html> (dead link - see vcbf.ca for article)

Vancity Buzz

Title: "44 Photos of Early Spring Cherry Blossoms in Vancouver"

Description: photos found on social media, two short paragraphs about VCBF

Circulation: 271st most popular website in Canada, largest digital-only publication in Western Canada, covers local (mostly City of Vancouver) news, lifestyle, business, sports, etc., more popular on Facebook (181K) and Twitter (95K) than any other local publication

Medium: Online article

Date: March 2, 2015

Link: <http://www.vancitybuzz.com/2015/03/cherry-blossom-photos-vancouver/>

Vancity Buzz

Title: "Luxury retail space planned for cherry blossom lined Alberni Street Plaza"

Description: Explains the planned tree removal, actions from proposition and opposition, mention of the VCBF starting next month

Medium: Online article

Date: March 4, 2015

Link: <http://www.vancitybuzz.com/2015/03/vancouver-alberni-street-plaza-luxury-retail-space/>

Vancity Buzz

Title: "21 best spots to see cherry blossoms in Vancouver" by Kenneth Chan

Description: Dozens of beautiful photos of Vancouver trees from Flickr and the VCBF, short descriptions of the neighbourhoods, statement at the end of the article that the Vancity Buzz is a proud sponsor of the 2015 VCBF

Medium: Online article

Date: March 9, 2015

Link: <http://www.vancitybuzz.com/2015/03/where-to-see-cherry-blossoms-in-vancouver/>

Vancouver Courier

Title: "Top 4 upcoming events for seniors" by Sandra Thomas

Description: VCBF was first and had the most text, includes Haiku International, Cherry Jam, Festival's Connections theme

Medium: Online article

Date: March 11, 2015

Link: <http://www.vancourier.com/community/top-4-upcoming-events-for-seniors-1.1789273>

Vancouver Sun and The Province

Title: "Video: Cherry Blossom Festival Kite performance preview" by Nick Procalyo

Description: One-minute video with Egan flying a big pink kite, same videos uploaded onto the Vancouver Sun and The Province's websites

Date: March 18, 2015

Medium: Online video

Link:

<http://www.theprovince.com/Cherry+Blossom+Festival+Kite+performance+preview/10900937/story.html>

<http://www.vancouversun.com/life/Video+Cherry+Blossom+Festival+Kite+performance+preview/10900948/story.html>

CTV News Vancouver

Title: "Vancouver Cherry Blossom Festival" by CTV Vancouver

Description: Short article listing VCBF events

Circulation: 65th most visited website in Canada

Medium: Online article

Date: March 25, 2015

Link: <http://bc.ctvnews.ca/more/contests/vancouver-cherry-blossom-festival-1.2296630> (dead link)

Scout Magazine

Title: "Inspired By Cherry Blossoms, Miku & Minami Both Debut New "Sakura" Menu Items"

Description: Incredible photos of featured food, information about the restaurants, inspired by VCBF, paragraph promoting Sakura Night with information

Circulation: Trendy online food, drink, and lifestyle magazine, Vancouver-centric, strong social media reach: Facebook 15K, Twitter 30.6K, Instagram 19.6K

Medium: Online magazine

Date: March 27, 2015

Link: <http://scoutmagazine.ca/2015/03/27/goods-inspired-by-cherry-blossoms-miku-minami-both-debut-new-sakura-menu-items/>

News 1130

Title: "Vancouver Cherry Blossom Festival Goes Ahead Despite Early Start to Season" by Brock Hunter

Description: Short article accompanying radio clip, early bloom, Cherry Jam, quotes from Linda

Medium: Online article and radio

Date: March 29, 2015

Link: <http://www.news1130.com/2015/03/29/annual-cherry-blossom-festival-kicks-off-despite-early-start-to/> (article only)

Vancouver Magazine

Title: "Vancouver Cherry Blossom Festival"

Description: One long paragraph about events

Circulation: Trendy print and online magazine about Vancouver lifestyle

Medium: Online article

Date: April 2015

Link: [http://www.vanmag.com/event/Vancouver Cherry Blossom Festival 2](http://www.vanmag.com/event/Vancouver_Cherry_Blossom_Festival_2) (dead link)

CTV News Vancouver

Title: "5 Things to Know in Vancouver for Thursday, April 2" by CTV Vancouver

Description: 5 short points on news items, with the fifth giving a date and time for Cherry Jam

Medium: Online article

Date: April 2, 2015

Link: <http://bc.ctvnews.ca/5-things-to-know-in-vancouver-for-thursday-april-2-1.2309272>

CBC On the Coast

Title: "5 weekend events in B.C.'s Lower Mainland, April 3-6"

Description: "4) Stop and admire the flowers," short paragraph on VCBF, 10-photo gallery of cherry blossoms with captions

Circulation: Canada's 18th most viewed website

Medium: Online article

Date: April 2, 2015

Link: <http://www.cbc.ca/news/canada/british-columbia/5-weekend-events-in-b-c-s-lower-mainland-april-3-6-1.3020384>

Sing Tao Daily

Title: "謝建得指揮溫市櫻花季音樂會"

Description: Short article about Cherry Jam, picture of Ken Hsieh, Sakura Night, Nikkei Place, written in Traditional Chinese

Medium: Online article

Date: April 2, 2015

Link: <http://news.singtao.ca/vancouver/2015-04-02/community1427961376d5511122.html> F

The Province

Title: "Blossom-beautiful pink kites trump Easter brunch" by Frank Luba

Description: 2 minute video of Egan Davis and Cathie Jung from the BC Kiteflyers Association, footage of kite-flying at Vanier Park, an accompanying article

Medium: Online video and article

Date: April 5, 2015

Link:

<http://www.theprovince.com/Blossom+beautiful+pink+kites+trump+Easter+brunch/10947490/story.html>

Richmond Review

Title: "YVR to host cherry blossom picnic"

Description: Short article outlining the event and its details

Circulation: Free twice-weekly community newspaper, delivered to homes, available at newsstands, circulation of 50,000

Medium: Online article

Date: April 7, 2015

Link: <http://www.richmondreview.com/community/298979531.html>

Scout Magazine

Title: "Scout List: Ten Things That You Should Absolutely Do Between Now and Next Week" by Michelle Sproule

Description: Paragraphs on Sakura Days Japan Fair and Bike the Blossoms, event info included

Medium: Online magazine

Date: April 7, 2015

Link: <http://scoutmagazine.ca/2015/04/07/scout-list-ten-things-that-you-should-absolutely-do-between-now-and-next-week-48/>

Vancouver Sun

Title: "Video: Highlights from Sakura Days Japan Fair – Koji Yamaguchi & Yoshihiko Fueki" – video by Maggie Wong

Description: 2-minute video at Sakura Days with sun shining, footage of cosplayers, Taiko drummers, other performers

Medium: Online video

Date: April 13, 2015

Link:

<http://www.vancouversun.com/news/Highlights+from+Sakura+Days+Japan+Fair+Koji+Yamaguchi+Yoshihiko/10965417/story.html>

CBC On the Coast

Title: "5 weekend events in the Lower Mainland, April 17-19"

Description: Event listings, detailed paragraphs with information, promoted Blossom Bollywood/Kite Dance, included a video from 2014

Medium: Online article

Date: April 18, 2015

Link: <http://www.cbc.ca/news/canada/british-columbia/5-weekend-events-in-the-lower-mainland-april-17-19-1.3038481>

The Squamish Chief

Title: "Cherry blossoms enliven library walls and cases" by Toby Jaxon

Description: Article on the new art display at the local public library, includes a mention of nearby Vancouver's cherry blossoms and its annual festival

Circulation: Established 20-year-old local award-winning weekly newspaper, newsstand and door-to-door distribution in Squamish area

Medium: Print newspaper, online article

Date: May 4, 2015

Link: <http://www.squamishchief.com/lifestyles/cherry-blossoms-enliven-library-walls-and-cases-1.1935378>

Other Media

Burrard Street Bridge Banners

Description: 130 VCBF banners are displayed along both sides of the entire bridge, outdoor advertising

Circulation: 6-lane bridge connects downtown Vancouver to Kitsilano

Location: Burrard Street Bridge

Dates: Mid-February until mid-April (2 months)

Cherry Jam kick-off, Burrard SkyTrain Station

Description: Merchandise (pins, umbrellas, Petal Mats, CDs, Ornamental Cherries in Vancouver), distribution of program guides, banners, performances onstage, Haiku Invitational readings, pre-event outdoor advertising on large-format (24 X 3 feet) Festival banner hanging from balcony (over 3 million impressions)

Media Present:

- The (Langara) Voice
- Fairchild TV
- CTV TV
- CBC TV
- OMNI TV (also shooting for CityTV)
- Phoenix TV
- China Daily
- Sing Tao
- Ming Pao
- World Journal

Location: Burrard SkyTrain Station

Date: April 2, 2015

