

For Immediate Release



Media Contacts:

Olivia Wall | Director of Marketing & Communications | 901-636-4120 |

olivia.wall@membg.org

Jeff Hulett | Jeff Hulett PR | 901-859-9430 | jeff@jeffhulettpr.com

Cherry Blossoms and Tulips Reach Peak Bloom at Memphis Botanic Garden as **BLOOM: A Million Shades of Spring Unfolds**

Memphis, TN, March 16, 2026 —Spring has officially arrived at **Memphis Botanic Garden**, where cherry blossoms and hundreds of thousands of tulips are bursting into color as part of ***BLOOM: A Million Shades of Spring***, the Garden’s seasonal exhibition running March through May.

The Yoshino cherry trees (*Prunus x yedoensis*) lining Cherry Road are expected to reach peak bloom this week, transforming the stretch from Southern Avenue to Park Avenue into a breathtaking canopy of blush pink. For a brief window each year, these delicate blossoms create one of Memphis’ most iconic and photographed spring scenes.

Donated in the 1950s by the Little Garden Club of Memphis, the trees have been carefully stewarded and replanted over the decades to preserve the tradition. Each year, Memphians gather beneath the blossoms to picnic, stroll, paint, and capture family photos beneath the pink canopy.

At the same time, the Garden’s Tulip Showcase is also reaching peak bloom. Hundreds of thousands of tulips are flowering across the grounds this season—the largest tulip display in Memphis Botanic Garden history.

The Iris Garden, MBG’s very first garden, features more than 20,000 tulips, while the Tulip Terrace is filled with sweeping swaths of color designed for maximum visual impact. In total, visitors can experience 26 tulip varieties.

“This year’s display represents both scale and intention,” said **Dr. Jonathan Caples, Director of Horticulture & Facilities at Memphis Botanic Garden**. “The cherry blossoms mark the beginning of spring in Memphis, and the tulips carry that momentum forward with an incredible explosion of color.”

Cherry Blossom Picnic

Saturday, March 21 | 10 am – 4 pm

Free with Garden admission

As part of ***BLOOM Saturdays***, the Garden will host their annual **Cherry Blossom Picnic** on March 21, a full-day celebration of culture, community, and springtime joy.

Visitors can enjoy:

- Live performances, including 901 Taiko drummers, The Skalors, *amezaiku* artist The Candyman - Masaji Terasawa
- Family-friendly tea ceremony demonstrations
- Hands-on crafts and cultural activities
- Guided tours of the Japanese Garden
- Food trucks and a full bar
- Children’s activities throughout the day

BLOOM Saturdays run every Saturday from March through May, bringing themed programming, live performances, family activities, and seasonal experiences to the Garden each week.

“BLOOM was designed to make the Garden feel alive with color and connection,” said **Gina Harris, Director of Audience Engagement at Memphis Botanic Garden**. “The cherry blossoms bring tradition, the tulips bring the wow factor, and together they create one of the most vibrant moments of the season.”

Peak bloom is weather dependent and may last only a short time. Visitors are encouraged to plan their trip soon before the petals fall.

For bloom updates and a full calendar of BLOOM programming, visit membg.org/bloom.

BLOOM: A Million Shades of Spring is made possible by Education Sponsor Speer Charitable Trust, Exhibit Sponsors First Horizon Foundation, Pinnacle Financial Partners, and Raymond James, Sit a Spell Sponsors Diane & Walt Chambliss, Janet Misner, The Papasan Family, and Kimery Wealth Management, Bloom Ambassador Sponsors The Little Garden Club of Memphis, Semmes Murphey, Kim & Johnny Pitts, Maggie & Milton Lovell, Event Sponsor Reynolds Bone & Griesbeck, Media Sponsor WKNO, and Tulip Terrace Sponsors Mary Helen Butler, Tracy & Lee Crump, Abby & Findley Frazer, Lynn Fulton, Brian Kissinger, Kim MacQueen, Sally & Chris Nিকেle, Elizabeth & David Tate, Signet, Inc., Barbara Simpson, Julia Smith, and Oma Strickland.

Media passes and interviews are available upon request.

Media Kit: <https://membg.box.com/s/bv3bs9ibh6u66iageu2n5ss1g9j2ujbl>

About Memphis Botanic Garden

The Memphis Botanic Garden is a not-for-profit 501(c) (3) organization dedicated to being an exemplary center for horticulture and environmental enrichment. Serving over 40,000 school-aged children annually, and hosting 260,000 visitors each year, Memphis Botanic Garden strives to enhance lives by connecting people with nature, increasing awareness and appreciation of our environment.

###