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Spring Has Officially Arrived: Ballston Introduces Blossom

Ballston, VA – Spring is coming to Ballston as the Ballston Business Improvement District (BID) introduces Blossom, a new four-day seasonal activation taking place **Thursday, April 9 through Sunday, April 12** in the heart of Ballston. The free event invites the community to explore the neighborhood in bloom with colorful installations, photo-ready moments, and a spring pop-up market featuring local makers.

Launching for the first time this year, Blossom will transform the M1 level of Ballston Quarter with six flower-themed installations designed to bring playful, immersive spring moments to the neighborhood. Whether stopping by during a lunch break, gathering with coworkers after work, or exploring over the weekend, Blossom offers a festive way to welcome the season.

"We are excited to pilot Blossom this spring at Ballston Quarter," said Danette Nguyen, CEO of the Ballston Business Improvement District. "From vibrant installations to a pop-up market featuring talented local makers, Blossom reflects our commitment to creating experiences that bring people together and celebrate the energy of our community. Ballston is a place where ideas and creativity feel boundless, and this event highlights the diverse businesses, entrepreneurs, and experiences that continue to shape and inspire the neighborhood."

As part of the celebration, the Ballston BID and Ballston Quarter will host the **Blossom Pop-Up Market** on **Friday, April 10 from 4:30–7:30 PM**. The curated market will feature more than a dozen local vendors offering handmade crafted jewelry, ceramics, original artwork, home goods, specialty treats, and other unique items. Guests can browse one-of-a-kind products, meet the creators behind them, and enjoy live music while exploring the market.

"The Ballston Quarter team is thrilled to partner with Ballston BID for this unique springtime activation. Events like this bring energy to Ballston Quarter and give visitors a chance to discover unique products, support small businesses, and enjoy the neighborhood in a fresh and vibrant way. We look forward to hosting our partners, customers, and residents as we highlight the businesses here and showcase a couple of exciting new ones," said Katrina Crumpton, General Manager of GGP.

"Blossom reflects what makes Ballston such a dynamic and welcoming neighborhood," said Simon Carney, Chair of the Ballston BID Board of Directors. "By creating experiences that draw people to Ballston and highlight local entrepreneurs and businesses, events like this help strengthen the neighborhood and showcase the innovation, collaboration, and community spirit that define the district."

Blossom is free and open to the public, and visitors are encouraged to stop by, explore the installations, shop the market and experience Ballston in full bloom.

About the Ballston Business Improvement District (BID):
The Ballston Business Improvement District is a public-private partnership dedicated to strengthening Ballston as a vibrant, innovative, and connected urban center in the heart of Arlington, Virginia. The BID serves a 25-block walkable neighborhood known for its mix of technology, education, defense, retail and hospitality businesses. The BID supports local

businesses and enhances the neighborhood experience through initiatives that improve public spaces, advance mobility and placemaking, and produce community events that bring people together, helping position Ballston as a thriving destination for those who work, live, and visit the area. Follow @ballstonbid on Instagram and visit ballstonbid.com for resources, events, and updates from the Ballston neighborhood.