

April 6, 2017

Citizen Electronics Co., Ltd.

## **Vividly lighting up the “Miharu Takizakura,” one of the three great cherry trees in Japan - Donating LED floodlights to Miharu, Fukushima -**

Citizen Electronics Co., Ltd. (Head Office: Fujiyoshida City, Yamanashi Prefecture. President: Yoshihiro Gohta) has donated LED floodlights<sup>\*1</sup> to Miharu Town, Fukushima Prefecture that light up the Takizakura (cherry tree) in Miharu<sup>\*2</sup>. The floodlights are to be installed by the town on April 8, 2017 and start to light up the cherry tree at night on the same day (the date is subject to change depending on the stage of flowering).

Citizen Electronics “CITILED Vivid Color Series” LEDs installed in the floodlights are products that focus not only on energy saving and high efficacy, which are features of LEDs, but also “quality of light” to illuminate an object more vividly. These LEDs have been adopted in lighting fixtures installed in museums and important cultural properties, etc. around the world. The LEDs vividly express the colors of the Takizakura, one of the three great cherry trees in Japan, and illuminate the cherry blossoms more beautiful than ever at night.

Citizen Electronics “CITILED Vivid Color Series” LEDs illuminate commercial facilities, cultural properties, and seasonal landscapes more beautiful and vividly all over the world.

\*1: The floodlights were specially manufactured by Iwasaki Electric Co., Ltd. for lighting up the Takizakura.

\*2: The Miharu Takizakura, one of the three great cherry trees in Japan, is a famous tree that was the first cherry tree to be designated as a national natural treasure on October 12, 1922. It is said that this tree is called “Takizakura (literally meaning waterfall cherry tree in Japanese),” because it looks like a waterfall when it produces masses of small light pink flowers on the branches spreading in all directions during its flowering season.



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