



News Release

For Immediate Release

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Strawberry Ball nets sizeable donation for local food bank

PLANT CITY, Fla. (July 18, 2017) – The Florida Strawberry Festival presented the proceeds from its annual Strawberry Ball to the United Food Bank of Plant City on Monday.

The 45th Strawberry Ball, which was held April 29 in the Charlie Grimes Family Agricultural Center, raised a total of \$22,900 for the nearby food bank. The social event featured dinner, dancing and a live auction, all within a carnival theme of “Under the Big Top.”

“This year’s Strawberry Ball was such a fun evening, and everyone enjoyed the dancing, the fellowship and the theme,” said Florida Strawberry Festival Chairman of the Board Sandee Sytsma. “But more than any of that, we find great satisfaction in knowing the fundraising from this event will impact local families in a big way.”

The semi-formal event has been hosted by the Florida Strawberry Festival since its inception. Traditionally, the ball was held prior to the festival’s opening as a kick-off to the season. Two years ago, however, the committee voted to host the ball after the festival as a post-event celebration. Members additionally decided to include a live auction and sponsorship opportunities to raise funds for a charity.

The 46th Strawberry Ball will take place April 28, 2018.

About the Florida Strawberry Festival

The Florida Strawberry Festival is an 11-day community event celebrating the strawberry harvest of Eastern Hillsborough County. Each year, over 500,000 visitors enjoy the Festival’s headline entertainment, youth livestock shows, exhibits of commerce and, of course, its world-famous strawberry shortcake. The 83rd Annual Florida Strawberry Festival will be held March 1 through March 11, 2018 in Plant City, Fla. For more information, visit www.flstrawberryfestival.com, Facebook, Instagram and Twitter (#berryfest18).

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