



News Release

For Immediate Release

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Theme announced for 2018 Florida Strawberry Festival

PLANT CITY, Fla. (Oct. 10, 2017) – The Florida Strawberry Festival announced today its theme for the 83rd annual event – “Building New Memories!”

“Yes, it points to the new entertainment venue we’ve constructed,” said President Paul Davis. “But most of all, we want our guests to know we’re in the business of continuously making new and better memories for families.”

A new theme is created for each year’s festival to offer guests a glimpse of the experience they can expect at the 11 day event. It also unifies vendors, FFA chapters, organizations, corporate partners and exhibitors who create parade floats and displays throughout the celebration, said Davis.

The festival’s strawberry character featured in each year’s theme artwork is an iconic part of the event’s branding and advertising efforts. In this theme’s artwork, he wears a hard hat and safety glasses and carries a hammer and construction plans for the new entertainment venue.

“We’re so excited about our visitors having a brand new experience with our new entertainment seating and the added vendor building,” said Davis. “It is our desire for our guests to make lifelong memories with their loved ones at the Florida Strawberry Festival.”

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 strawberry shortcake. The 2018 Florida Strawberry Festival where we’re “Building New Memories!” will take place March 1-11 in Plant City, Fla. For more information, visit www.flstrawberryfestival.com, Facebook, Instagram and Twitter (#berryfest18).

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