



# News Release

## For Immediate Release

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### **Discounted admission tickets to Florida Strawberry Festival on sale this week at Publix**

PLANT CITY, Fla. (Jan. 31, 2018) – Discounted admission tickets to the 2018 Florida Strawberry Festival will go on sale tomorrow at participating Publix Super Market stores throughout Central Florida.

Tickets will be available Feb. 1 through March 11 and can be purchased at customer service desks. Advance discounted admission tickets are \$8 for adults and \$4 for children 6-12 years old. Children 5 years old and under are admitted free.

“We’re very excited for our continued relationship with the Florida Strawberry Festival,” said Publix Media and Community Relations Manager Brian West. “Our partnership allows our customers a convenient opportunity to save on admission tickets.”

Nearly 300 Publix stores throughout Charlotte, Collier, Desoto, Hernando, Highlands, Hillsborough, Lake, Lee, Manatee, Marion, Orange, Osceola, Pasco, Pinellas, Polk, Sarasota and Sumter Counties will participate in selling admission tickets as well as promoting the festival to their customers. A select number of stores will also offer discounted strawberry shortcake tickets.

Publix Super Market will additionally partner with the festival in hosting Publix Food and Fun Day on Friday, March 2. Festival visitors are invited to bring a Publix brand non-perishable item on this day to receive \$5 off the midway’s \$30 wristband. All items collected will be donated to the United Food Bank of Plant City.

“It has been so easy for our customers to grab their festival admission tickets while they’re buying their groceries,” said Florida Strawberry Festival President Paul Davis. “This partnership has been positive for everyone, and we hope to continue it for many years to come.”

To see the list of participating Publix Super Market stores, visit [www.flstrawberryfestival.com](http://www.flstrawberryfestival.com).

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## **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](http://www.flstrawberryfestival.com), Facebook, Instagram and Twitter (#berryfest18).

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