



News Release

For Immediate Release

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Theme announced for 2019 Florida Strawberry Festival

PLANT CITY, Fla. (Sept. 19, 2018) – The Florida Strawberry Festival announced today its theme for the 84th annual event – “It’s A Hit!”

“It’s short and sweet!” said President Paul Davis. “From the Headline Entertainment hits on the Wish Farm Sound Stage to the sweetest hit, our world-famous strawberry shortcake, we’re sure to knock this one out of the park!”

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 this year’s theme artwork is an intricate part of the event’s branding and advertising efforts. In this theme’s artwork, the iconic Mr. Berry wears a ball cap and sunglasses and carries a bat and a bowl of strawberry shortcake.

“It’s a team effort,” said Davis. “Our team of volunteers, vendors, exhibitors and sponsors create an all-star lineup that is sure to please! We pitch only the best to our guests in hopes that they have a ball with their loved ones at the 2019 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 2019 Florida Strawberry Festival where “It’s A Hit!” will take place February 28- March 10 in Plant City, Fla. For more information, visit www.flstrawberryfestival.com, Facebook, Instagram and Twitter (#berryfest19).

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