



News Release

For Immediate Release

Jennifer L. Morgan
Media Contact
813-752-9194
jennifer@flstrawberryfestival.com

Discount Admission Tickets at Publix Tomorrow

PLANT CITY, Fla. (Jan. 30, 2019) – Discount admission tickets to the 2019 Florida Strawberry Festival will go on sale tomorrow at participating Publix Supermarket stores throughout Central Florida.

Tickets will be available January 31 through March 10 and can be purchased at the Customer Service Counter. Advance discount admission tickets are \$8 for adults and \$4 for children 6-12 years old. Children 5 years old and under are admitted free.

“We are so incredibly thankful for our partnership with the Florida Strawberry Festival,” said Publix Media and Community Relations Manager Brian West. “They’re a fantastic community partner, and Plant City strawberries are always a hit with our customers.”

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 discount strawberry shortcake tickets and a commemorative reusable bag.

Publix will additionally partner with the festival in hosting Publix Food and Fun Day on Friday, March 1. Festival visitors are invited to present three (3) Publix or Publix GreenWise brand non-perishable items at an entry gate to receive their choice of a Florida Strawberry Festival “The Best Fest Publix Reusable Bag” or a voucher for \$5 off the \$30 ride wristband. All items collected will be donated to the United Food Bank of Plant City.

“What a convenience it is to purchase Festival tickets and stock up on groceries at the same time,” said Florida Strawberry Festival President Paul Davis. “This partnership has always been a positive one, and we hope the tradition continues for many years to come.”

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To see the list of participating Publix Supermarket stores, visit www.flstrawberryfestival.com.

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!" is February 28 - March 10 in Plant City, Fla. For more information, visit www.flstrawberryfestival.com, Facebook, Instagram and Twitter (#berryfest19).

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