



News Release

For Immediate Release

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

Florida Strawberry Festival releases 2019 attendance figure

PLANT CITY, Fla. (March 18, 2019) – The 84th Annual Florida Strawberry Festival ended March 10 with record breaking attendance.

The 11-day event drew nearly 563,000 visitors to take part in concerts, livestock shows, free entertainment, rides, food, arts and crafts vendors and more, said Florida Strawberry Festival President Paul Davis.

“This year’s attendance was one for the books,” said Davis. “We are so fortunate to be able to celebrate this accomplishment with our community. We attribute our success to the hundreds of volunteers and patrons who come each year to share in the harvest of what makes Plant City so special.”

The Hillsborough County Sheriff’s Office and the Plant City Police Department, both of whom are contracted to conduct security operations during the event, reported only five arrests during the event, said Davis.

Belle City Amusements, Inc., the carnival company that provides the festival’s rides, reported a significant 12 percent increase in sales from last year’s festival, making it the largest attended midway to date, said Davis.

“We work hard to bring a fresh Festival experience to our guests year after year,” said Davis. “This year our preparations paid off. It was a hit!”

-more-

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 2020 Florida Strawberry Festival will take place February 27 through March 8 in Plant City, Fla. For more information, visit www.flstrawberryfestival.com, Facebook, Instagram and Twitter (#berryfest20).

###