



News Release

For Immediate Release

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

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

PLANT CITY, Fla. (January 27, 2020) – Discounted admission tickets to the 2020 Florida Strawberry Festival will go on sale Thursday at participating Publix Supermarkets throughout Central and Southwest Florida.

Tickets will be available January 30 through March 8 and can be purchased at the Publix Customer Service Counter. 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 with a paying adult.

“Our patrons are thankful for our partnership with Publix,” said Florida Strawberry Festival President Paul Davis. “Purchasing discounted admission tickets is convenient for them, and they save a buck or two in the process.”

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 discounted admission tickets as well as promoting the festival to their customers. A select number of stores will also offer discounted strawberry shortcake tickets.

“We’re excited to continue our partnership with the Florida Strawberry Festival,” said Publix Media and Community Relations Manager Brian West. “Offering their discounted tickets is a great convenience and savings to our customers.”

Publix Super Markets will additionally partner with the festival in hosting Publix Food and Fun Day on Friday, February 28. Festival visitors are invited to bring two Publix branded or GreenWise non-perishables and receive a voucher for \$5 off the \$30 wristband and ride most mechanical rides for \$25. All items collected will be donated to the United Food Bank of Plant City.

To see a list of participating stores, go to 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 2020 Florida Strawberry Festival is February 27 through March 8 in Plant City, Florida. For more information, visit www.flstrawberryfestival.com Facebook, Instagram and Twitter (#berryfest20).