



News Release

For Immediate Release

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Florida Strawberry Festival cancels headline entertainment

PLANT CITY, Fla. (November 19, 2020) – Due to circumstances beyond control, the Florida Strawberry Festival announced today it has decided to forgo headline entertainment for the 2021 event.

The 11-day festival, scheduled for March 4-14, typically hosts 24 headline entertainers in its stadium that seats approximately 9,000 people.

“We are diligently planning to ensure visitors to the 2021 festival can have a safe and fun experience with their families just like they have for 85 years,” said Florida Strawberry Festival President Paul Davis. “This year, we believe it is in the best interest of everyone, guests and entertainers, to not have patrons sitting shoulder to shoulder for an extended period of time.”

The Festival’s other major attractions including rides, livestock shows, on-grounds entertainment, concessions and exhibits will continue at this point as they are all held either outdoors, in open-air facilities or in areas where guests can move around as they please, Davis said. Whether there will be any changes or additional safety guidelines for these areas is still being determined.

“We have met with the Hillsborough County Health Department along with local and state officials to ensure we’re up to date with the latest guidelines and recommendations and will continue to do that leading up to the 2021 event,” said Davis. “Everyone we have met with feels confident that the plan we’re developing for our festival this year will be safe and effective.”

In response to this change, the Festival’s entertainment committee plans to offer more on-grounds entertainment, which is included with gate admission. Officials plan to utilize the ground space in the concert arena for additional vendors or events that will not require the stadium seating.

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“We realize this has been a difficult year for everyone and this change is not what any of us wanted,” said Davis. “But we all need something to look forward to, and we are more energized than ever to provide an event where families can leave saying, ‘This is just what we needed.’”

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, nearly 500,000 visitors enjoy the festival’s headline entertainment, youth livestock shows, exhibits of commerce and, of course, its strawberry shortcake. The 2021 Florida Strawberry Festival will take place March 4-14 in Plant City, Fla. For more information, visit www.flstrawberryfestival.com, Facebook, Instagram and Twitter (#berryfest21).

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