



News Release

For Immediate Release

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Florida Strawberry Festival announces theme for 2021 event

PLANT CITY, Fla. (December 1, 2020) – The Florida Strawberry Festival released today the theme for the upcoming 2021 event. “All Aboard!” was selected by festival officials to mark the occasion’s 86th year.

“We wanted the theme this year to reflect our enthusiasm for togetherness,” said Florida Strawberry Festival President Paul Davis. “So, we thought it would be fitting to play off of that with a railroad theme and we feel like this is a concept our community will really jump on board with, so to speak.”

A new theme is created for each year’s festival to offer patrons a glimpse of the experience they will have at the 11-day event. It also unifies vendors, FFA chapters, organizations, corporate partners and exhibitors who create parade floats and displays throughout the event, 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 conductor’s cap, carries a plate of strawberry shortcake and a ticket.

“We look forward to seeing our guests and hope they will enjoy all the 2021 Florida Strawberry Festival has to offer,” said Davis. “It is our goal for every person who walks through our gate to leave satisfied, knowing we offered them something truly special. This year, we are excited to provide our guests with an exceptional experience you can’t find anywhere else - All Aboard the BerryFest Express!”

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 2021 Florida Strawberry Festival will take place March 4- March 14 in Plant City, Fla. For more information, visit www.flstrawberryfestival.com, Facebook, Instagram and Twitter (#berryfest21).

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