



News Release

For Immediate Release

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Strawberry Youth Parade to merge with Berry Fine Productions Grand Parade

PLANT CITY, Fla. (Feb. 10, 2021) – The Florida Strawberry Festival announced today the merger of the Strawberry Youth Parade with Berry Fine Productions Grand Parade.

Annually, the festival hosts two parades: Berry Fine Productions Grand Parade and the Strawberry Youth Parade. Both events are held to highlight civic groups, recreational leagues, dance studios, school marching bands and many other community organizations and businesses.

“The top priority for the Strawberry Youth Parade is to call attention to the youngsters in our community,” said Florida Strawberry Festival President Paul Davis. “Pat Pogue has devoted her life to supporting the youth in our area, and her contributions to the Strawberry Youth Parade have not gone unnoticed. On behalf of the festival Board of Directors and staff, we would like to thank her for her many years of service to this time-honored event.”

The blending of the two events comes as many community businesses and organizations, in years past, have had to close or adjust their hours of operations due to the events being held separately. While acknowledging the resounding youth community involvement the Strawberry Youth Parade represents, it is superseded by the economic hit local businesses endure each year.

“We know the Strawberry Youth Parade is a time-honored community tradition that many look forward to each year,” said Chairwoman of the Strawberry Youth Parade Pat Pogue. “Many elements of the youth parade will remain and, by combining with Berry Fine Productions Grand Parade, we are looking forward to giving our city the biggest and best parade ever!”

The grand parade will be held on Monday, March 8. It will begin at 1 p.m. and will pass by the south side of the festival grounds at approximately 2 p.m.

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

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headline entertainment, youth livestock shows, exhibits of commerce and, of course, its strawberry shortcake. The 2021 Florida Strawberry Festival where 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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