



News Release

For Immediate Release

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Florida Strawberry Festival releases 2021 attendance figure

PLANT CITY, Fla. (March 31, 2021) – The 86th Annual Florida Strawberry Festival ended March 14 with an astounding attendance record.

The 11-day event drew nearly 402,000 visitors to take part in livestock shows, free entertainment, rides, food, arts and crafts vendors and more, said Florida Strawberry Festival President Paul Davis.

“This year’s attendance was unexpected, and we can attribute our success to the hundreds of volunteers and patrons who come each year to take part in the celebration,” said Davis. “We are incredibly humbled to be able to share this accomplishment with our exhibitors, concessionaires and community in light of the past year.”

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.

Belle City Amusements, Inc., the carnival company that provides the festival’s rides, reported a remarkable increase in sales from last year’s festival, said Davis.

“We worked incredibly hard to keep our guests, exhibitors, volunteers, and employees safe this year,” said Davis. “We hope everyone who came through our gates had a much-needed fun, safe and exciting festival experience!”

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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 2022 Florida Strawberry Festival will take place March 3 through March 13 in Plant City, Fla. For more information, visit www.flstrawberryfestival.com, Facebook, Instagram and Twitter (#berryfest22).

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