



News Release

For Immediate Release

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

Florida Strawberry Festival announces 2022 theme

PLANT CITY, Fla. (Aug. 26, 2021) – The Florida Strawberry Festival released today the theme for its 87th annual event – “#1 for FUN!”

“Our festival and the city of Plant City hold the strawberry in high regard,” said President Paul Davis. “We’re #1 for wholesome family fun and excitement!”

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 each year’s theme artwork is an iconic part of the event’s branding and advertising efforts. In this theme’s artwork, he wears a festival cap, waves a foam finger and holds a plate of strawberries.

“We feel like this is a theme other fairs and festivals, in our profession, can relate to,” said Davis. “Like most fairs and festivals, the Florida Strawberry Festival represents a piece of Americana, a time in American history when events like ours brought communities together to celebrate the harvest and that’s #1 in our book!”

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 2022 Florida Strawberry Festival takes place March 3-13 in Plant City, Fla. and will be “#1 for FUN!” For more information, visit www.flstrawberryfestival.com, Facebook, Instagram and Twitter (#berryfest22).

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