



News Release

For Immediate Release

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Festival releases 2022 attendance figure

PLANT CITY, Fla. (April 4, 2022) – The 87th Annual Florida Strawberry Festival ended March 13 with an outstanding attendance record.

“We had a phenomenal run and we are truly thankful,” said Florida Strawberry Festival President Paul Davis. “We had good weather, terrific crowds and everyone seemed to be enjoying time with their families.”

The 11-day event drew 543,129 visitors to take part in concerts, livestock shows, free entertainment, rides, food, arts and crafts vendors and more, said Davis.

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 seven arrests during the event.

Belle City Amusements, Inc., the carnival company that provides the festival’s rides, reported a significant 15 percent increase in sales from last year’s festival, making it the largest attended midway to date.

“We want to say thank you to our patrons, vendors, concessionaires, community volunteers, sponsors and everyone who had a hand in making our festival a success,” said Davis. “This event is a team effort, and we look forward to seeing everyone again in 2023.”

The 2023 Florida Strawberry Festival will be held March 2 through March 12.

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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 2023 Florida Strawberry Festival will take place March 2 through March 12 in Plant City, Fla. For more information, visit www.flstrawberryfestival.com, Facebook, Instagram and Twitter (#berryfest23).

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