



News Release

For Immediate Release

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Kay Varnum elected to Florida Strawberry Festival board of directors

PLANT CITY, Fla. (October 18, 2022) – The Florida Strawberry Festival board of directors voted last month to elect its newest member, Kay Varnum.

Varnum, who has served as an associate director for 20 years, was elected from a field of 14 fellow associate directors.

“I grew up watching my dad serve the Florida Strawberry Festival and our community,” said Florida Strawberry Festival Director Kay Varnum. “I am so thankful to be able to continue to work with an organization that has been such a huge part of my life. I’m extremely honored to follow in my dad’s footsteps!”

Varnum is a native of Plant City and former Strawberry Queen. In addition to volunteering as Co-Chair of the Junior Royalty Pageant Committee, Varnum currently serves on the Festival’s Livestock Banquet Committee, is a former Co-Chair of Roving Ambassadors and former Queen’s Coordinator Co-Chair. She volunteered as an information booth attendant for many years before becoming an associate director in 2002. She is an active member of Welcome Baptist Church where she has attended for 33 years. She is married to her husband Scott of 33 years and they have three children, Mitchell (31), Claybo (29) and Jesse Rae (27).

“Kay has been a wonderful asset to our Festival,” said Florida Strawberry Festival President Paul Davis “She was a hardworking volunteer for many years before she became an associate director. Her work as an associate has been impeccable and I am pleased to see her elected to director.”

With Varnum’s election comes a vacancy in the 16-seat group of associate directors. The board of directors plans to elect a new associate director sometime this fall, said Davis.

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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-March 12 in Plant City, Fla. For more information, visit www.flstrawberryfestival.com, Facebook, Instagram and Twitter (#berryfest23).

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