



News Release

For Immediate Release

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Florida Strawberry Festival elects Erica Hall to board of associate directors

PLANT CITY, Fla. (November 8, 2022) – The Florida Strawberry Festival board of directors recently voted to elect its newest associate director, Erica Hall.

The festival’s board of directors is comprised of 16 directors and 14 associate directors. New associate directors are elected by the board from a group of nominated candidates, and directors are selected from the current group of associate directors.

“To me, the festival means family and friends,” said Florida Strawberry Festival Associate Director Erica Hall. “There’s nothing better than making memories with your family in the livestock barn or hugging an old friend by the Amish donut stand. I look forward to helping pass along the great tradition of our Strawberry Festival to the next generation.”

Hall is a Plant City native and former Florida Strawberry Festival Queen. In addition to serving as Co-Chair of the Information Booth Committee, Hall volunteers as a chaperone for the queen and court and for the youth livestock shows. She was a past participant of the Youth Livestock and Horticulture Shows and won Grand Champion in 1998. She is an active member of First Baptist Church Plant City where she serves as a small group leader and volunteer. She is married to her husband Jarrett of seven years and they have one child, Samuel (1).

“Erica is an outstanding choice,” said Florida Strawberry Festival President Paul Davis “She has been a long-time volunteer as an information booth attendant and with the youth livestock program. She loves the festival, our community, and people! She’ll be a great addition to our team.”

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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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