



News Release

For Immediate Release

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Festival President named Grand Marshal of Strawberry Grand Parade

PLANT CITY, Fla. (March 4, 2023) – The Festival announced today Florida Strawberry Festival President Paul Davis is Grand Marshal of Berry Fine Productions Strawberry Grand Parade, which will take place on Monday, March 6th, and will pass by the Festival grounds at 2 p.m.

“I’ve been asking him to do this for decades, and with the help of Commissioner Mike Sparkman, he finally said yes,” said Berry Fine Productions Executive Director Gail Lyons. “I truly appreciate Paul taking time out of his busy day to come out and fellowship with parade participants and our community. I look forward to celebrating with Plant City to commemorate all that Mr. Paul has accomplished over the last 15 years.”

The Strawberry Grand Parade, produced by Berry Fine Productions, stretches two miles and draws thousands of viewers from Plant City and the surrounding areas. Entries in the parade include marching bands, local businesses, royalty, church groups and more.

For more information about Berry Fine Productions Strawberry Grand Parade, visit our website at www.flstrawberryfestival.com.

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 world-famous strawberry shortcake. The 2023 Florida Strawberry Festival will be held March 2 through March 12 in Plant City, Fla. For more information, visit www.flstrawberryfestival.com, Facebook, Instagram, Tik Tok and Twitter (#berryfest23).

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