



News Release

For Immediate Release

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Florida Strawberry Festival announces new president

PLANT CITY, Fla. (April 26, 2023) – The Florida Strawberry Festival announced today that Kyle Robinson is the new president effective immediately. He has replaced Paul Davis, who retired this past week.

“Kyle will be the twelfth president/general manager in the Festival’s 92–year history,” said Florida Strawberry Festival Past President Paul Davis. “The board of directors and I are confident that Kyle is the right person for the job. He has worked security at our Festival for 25 years now and knows our event so well. I have worked with Kyle and know firsthand his work ethic and passion to serve.”

Robinson has been working as president-elect since August of 2022. In his new role as president, he will directly oversee all of the Festival’s day-to-day operations while working alongside the board of directors and associate directors. Prior to his employment with the Festival, Robinson served 27 years with the Hillsborough County Sheriff’s Office from which he retired as colonel of patrol operations.

“The Festival has been a large part of my life, some of my fondest memories were made here. It’s an incredible opportunity to serve the festival and this great community,” said Florida Strawberry Festival President Kyle Robinson. “I am confident moving into this new position because the Festival has an engaged, experienced, and knowledgeable board of directors and associate directors to rely upon for guidance. The insight I have gained from my experience in working the Festival with the Hillsborough County Sheriff’s Office has prepared me to offer festival guests with quality customer service interactions. Not too many people can say they have worked two dream jobs in their lifetime. I am blessed.”

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, more than 600,000 visitors enjoy the Festival’s

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headline entertainment, youth livestock shows, exhibits of commerce and, of course, its strawberry shortcake. The 2024 Florida Strawberry Festival takes place February 29 through March 10 in Plant City, Fla. For more information, visit www.flstrawberryfestival.com, Facebook, Instagram, TikTok and Twitter (#BerryFest24).

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