



## News Release

For Immediate Release

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### **Florida Strawberry Festival elects new board chairman**

PLANT CITY, Fla. (May 4, 2023) – The Florida Strawberry Festival’s board of directors recently elected a new chairman.

Danny Coton, who has served as a board member for 20 years, was named chairman and succeeds Phil Waldron, who has served as chairman for the past two years. Pam Warnock was elected vice chairman along with Jon Poppell, who was elected secretary, and Dr. Michael Salvato, who was elected treasurer.

“Danny Coton is a pillar in our community, an exceptional leader, and dedicated member of the Festival board,” said Florida Strawberry Festival President Kyle Robinson. “I look forward to working with him during his term to, once again, provide the best Festival we can for our community and guests.”

The Festival’s board of directors is comprised of community leaders who volunteer their time and talents to help make the Festival a nationally recognized event. Each year, four board members are elected to serve on the executive board, made up of a chairman, vice chairman, secretary, and treasurer. Generally, each chairman has previously served two years in each office before being elected to the highest office, said Robinson.

“Our immediate past chairman, Phil Waldron, has done an excellent job leading us into our 89<sup>th</sup> year,” said Robinson. “Under his leadership, the Festival thrived and broke attendance records. This success allows our event to continue supporting charitable endeavors in our community throughout the year.”

### **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 600,000 visitors enjoy the festival’s headline

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entertainment, youth livestock shows, exhibits of commerce and, of course, its strawberry shortcake. The 2024 Florida Strawberry Festival take place February 29-March 10 in Plant City, Fla. For more information, visit [www.flstrawberryfestival.com](http://www.flstrawberryfestival.com), Facebook, Instagram and Twitter (#berryfest24).

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