



News Release

For Immediate Release

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United Food Bank of Plant City to receive generous donation from Festival

PLANT CITY, Fla. (Aug. 2, 2023) – The Florida Strawberry Festival presented the proceeds from its annual Strawberry Ball to the United Food Bank of Plant City yesterday at the Festival grounds.

The 49th Annual Strawberry Ball, presented by Brewington’s Towing & Recovery was held Saturday, April 29, in the Charlie Grimes Family Agricultural Center, and raised a total of \$50,000 for the nearby food bank. The social event featured dinner, dancing, and a live auction.

“We are so appreciative of the community support received for the Strawberry Ball,” said Florida Strawberry Festival Chairman Danny Coton. “The ball committee works so hard to produce a great event. We are so thankful that this event can provide such needed funds to the Food Bank of Plant City.”

The semi-formal event has been hosted by the Florida Strawberry Festival since its inception. Traditionally, the ball was held prior to the Festival’s opening as a kick-off to the season. Several years ago, however, the committee voted to host the ball after the Festival as a post-event celebration. Additionally, members decided to include a live auction and sponsorship opportunities to raise funds for a charity.

The 50th Annual Strawberry Ball will take place April 27, 2024.

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 headline entertainment, youth livestock shows, exhibits of commerce and, of course, its world- famous strawberry shortcake. The 89th Annual Florida Strawberry Festival will be held February 29 - March 10, 2024, in Plant City, Fla. For more information, visit www.flstrawberryfestival.com, Facebook, Instagram, and Twitter (#berryfest24).

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