



# News Release

## For Immediate Release

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### **Florida Strawberry Festival announces theme for 2024 event**

PLANT CITY, Fla. (Sept. 13, 2023) – The Florida Strawberry Festival announced today the theme for its 89<sup>th</sup> annual event – “Out of This World!”

“The sky’s the limit,” said Florida Strawberry Festival President Kyle Robinson. “Our board of directors, staff and maintenance crew have been hard at work this summer planning and preparing an ‘out of this world’ experience for all our guests. We look forward to welcoming visitors from far and wide to BerryFest24!”

A new theme is created for each year’s Festival to offer patrons a glimpse of the experience they will have at the 11-day event. It also unifies vendors, FFA chapters, organizations, corporate partners and exhibitors, who create parade floats and displays throughout the event.

The Festival’s strawberry character featured in each year’s theme artwork is an iconic part of the event’s branding and advertising efforts. In this theme’s artwork, he wears sunglasses, waves a peace sign, and holds a plate of strawberry shortcake as he stands in front of a UFO.

“The Festival’s atmosphere is like no other,” said Robinson. “Seeing families gather, volunteers serving and the Plant City community coming together year after year is extraordinary. There’s no place on Earth quite like the Florida Strawberry Festival!”

### **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 strawberry shortcake. The 2024 Florida Strawberry Festival takes place February 29 - March 10 in Plant City, Florida. For more information, visit [www.flstrawberryfestival.com](http://www.flstrawberryfestival.com), Facebook, Instagram, and Twitter (#berryfest24).

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