



# News Release

For Immediate Release

Jennifer Morgan  
Media Contact  
813-752-9194  
jennifer@flstrawberryfestival.com

## Florida Strawberry Festival declares headline entertainment lineup for 2024 event

PLANT CITY, Fla. (Nov. 13, 2023) – The Florida Strawberry Festival released today its lineup of headline entertainment artists performing on the Wish Farms Soundstage at the 2024 event.

The lineup is as follows:

Thurs., Feb. 29	10:30 a.m. 3:30 p.m. 7:30 p.m.	JIMMY STURR & HIS ORCHESTRA The Oak Ridge Boys American Made Farewell Tour OLIVER ANTHONY Out of The Woods
Fri., Mar. 1	3:30 p.m. 7:30 p.m.	The Beach Boys Jordan Davis
Sat., Mar. 2	7:30 p.m.	Black Eyed Peas
Sun., Mar. 3	7:30 p.m.	Parker McCollum
Mon., Mar. 4	3:30 p.m. 7:30 p.m.	The Bellamy Brothers ZZ TOP
Tues., Mar. 5	3:30 p.m. 7:30 p.m.	Mark Lowry Zach Williams
Wed., Mar. 6	3:30 p.m. 7:30 p.m.	Craig Morgan Riley Green
Thurs., Mar. 7	10:30 a.m. 3:30 p.m. 7:30 p.m.	Bill Haley Jr. & The Comets Gene Watson Kirk Franklin
Fri., March 8	3:30 p.m. 7:30 p.m.	The Commodores FOREIGNER

-more-

Sat., March 9	3:30 p.m.	Jo Dee Messina
	7:30 p.m.	Flo Rida
Sun., March 10	7:30 p.m.	TBA on November 27

With the exception of the Saturday, March 9 concert featuring Jo Dee Messina, there will be NO Saturday or Sunday afternoon shows.

Advance tickets for admission and for headline entertainment shows will go on sale Thursday, Dec. 7, 2023 at 8 a.m. EST and can be purchased online at [www.flstrawberryfestival.com](http://www.flstrawberryfestival.com), at the Amscot Main Ticket Office located at 2209 W. Oak Avenue in Plant City and by phone at 813-754-1996.

“The directors on our entertainment committee worked diligently in planning and preparing for this highly-anticipated announcement. The research, negotiations, and coordinating that must take place for us to secure our headline entertainment is such a unique process,” said Florida Strawberry Festival President Kyle Robinson. “I know how much care and consideration has gone into making these selections and I can promise you this lineup will not disappoint. It’s ‘Out of This World!’”

The 89<sup>th</sup> Annual Florida Strawberry Festival will take place February 29 - March 10. Beginning in January, special days, discounts, and free entertainment will be announced at [www.flstrawberryfestival.com](http://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 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 where we are “Out of This World!” will take place February 29 – March 10 in Plant City, Fla. For more information, visit [www.flstrawberryfestival.com](http://www.flstrawberryfestival.com), Facebook, Instagram, and X (formerly known as Twitter) (#berryfest24).

###