



News Release

For Immediate Release

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Discounted admission tickets to the Florida Strawberry Festival on sale tomorrow

PLANT CITY, Fla. (Jan. 31, 2024) – Discounted admission tickets to the 2024 Florida Strawberry Festival will go on sale tomorrow at participating Publix Super Market stores throughout West Central Florida.

Tickets can be purchased February 1 through March 10 at select Publix Super Market stores. Advance discounted admission tickets are \$10 for adults and \$4 for children 6-12 years old. Children 5 years old and under are admitted free with a paying adult.

“The Florida Strawberry Festival values the relationship we have with Publix Super Markets,” said Florida Strawberry Festival President Kyle Robinson. “Once again this year, we are partnering together to offer a discount on gate admission tickets, so those who shop Where Shopping is a Pleasure can also visit a Strawberry Festival that is Out of This World.”

More than 250 Publix stores throughout Charlotte, DeSoto, Hernando, Highlands, Hillsborough, Lake, Manatee, Osceola, Pasco, Pinellas, Polk, Sarasota, and Sumter Counties will participate in selling admission tickets as well as promoting the festival to their customers.

Additionally, Publix will sponsor Food and Fun Friday on Friday, March 1. Festival patrons are encouraged to bring a Publix branded or GreenWise non-perishable item to receive a \$5 discount on a \$30 ride armband.

“Celebrating the harvest of the strawberry is one of our favorite times of the year,” said Publix Media and Community Relations Manager Brian West. “We’re thankful for our partnership with the Florida Strawberry Festival and the smiles this special community event brings to so many of our customers.”

To see a list of participating stores or more information about Publix Food and Fun Friday, go to www.flstrawberryfestival.com.

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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 will be "Out of This World!" and is February 29 through March 10 in Plant City, Fla. For more information, visit www.flstrawberryfestival.com Facebook, Instagram, and X, formerly known as Twitter (#berryfest24).

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