



News Release

For Immediate Release

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Festival releases attendance figure for 2024 event

PLANT CITY, Fla. (March 13, 2024) – The 89th Annual Florida Strawberry Festival ended March 10 with a total of 634,779 in attendance during the 11-day event.

The Festival drew well over half a million visitors to take part in concerts, livestock shows, free entertainment, rides, food, arts and crafts vendors and more.

“I am pleased to announce that the attendance for the 2024 Florida Strawberry Festival has once again set a record,” said Florida Strawberry Festival President Kyle Robinson. “This year’s Festival was an incredible success.”

The 2025 Florida Strawberry Festival will be held February 27 through March 9.

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 2025 Florida Strawberry Festival will take place February 27 – March 9 in Plant City, Fla. For more information, visit www.flstrawberryfestival.com, Facebook, Instagram, and X. (#berryfest25).

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