



# News Release

## For Immediate Release

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### **Florida Strawberry Festival announces theme for 2025 event**

PLANT CITY, Fla. (Sept. 18, 2024) – The Florida Strawberry Festival announced today the theme for its 90<sup>th</sup> annual event – “The Stage Is Set!”

“Over the decades, the Strawberry Festival’s goal has been to honor the traditions of our past while striving to provide our guests with something new and exciting to experience,” said Florida Strawberry Festival President Kyle Robinson. “For BerryFest25, the Festival will say farewell to our 35-year-old soundstage that has created so many unforgettable memories as we will welcome in a new entertainment experience and a new soundstage that will provide us the opportunity to bring the best artists to Plant City.”

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 and an FSF branded cowboy hat. He strums a guitar while standing in front of the GT Grandstands.

“The Strawberry Festival will always focus on supporting our agricultural community and our youth in agriculture. One way we celebrate agriculture is through our stellar headline entertainment,” said Robinson. “‘The Stage is Set’ for the 90<sup>th</sup> Annual Florida Strawberry Festival where you will find great entertainment, delicious food, unbelievable vendors, agricultural exhibits and thrilling midway rides!”

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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 2025 Florida Strawberry Festival takes place February 27 - March 9 in Plant City, Florida. For more information, visit [www.flstrawberryfestival.com](http://www.flstrawberryfestival.com), Facebook, Instagram, TikTok and X (#berryfest25).

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