



News Release

For Immediate Release

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REBA tickets sell at unprecedented pace

PLANT CITY, Fla. (Dec. 12, 2024) –The Florida Strawberry Festival announced today tickets for REBA’s upcoming performance at the 90th annual event sold at a record-breaking speed.

REBA is set to perform Friday, February 28, at 7:30 p.m. on the Wish Farms Soundstage. Festival officials anticipate an audience of approximately 10,000 guests and note that a limited number of individual seats are still available for the evening show.

“We are very excited to announce that Reba McEntire’s concert at the Florida Strawberry Festival has set an opening day ticket sales record! Tickets went on sale this morning and the response was overwhelming. We learned within hours of opening ticket sales in person and online, just how many people love REBA and how many people love the Florida Strawberry Festival.” said Florida Strawberry Festival President Kyle Robinson. “The Festival Directors and staff work hard to bring the best musical artists possible to our guests each year and I am pleased we could bring REBA to Plant City once again in 2025. We can’t wait to welcome her and all her fans to BerryFest25, where ‘The Stage is Set’ for an unforgettable evening!”

Reserved seat tickets are still available for the Festival’s other headline entertainment acts and can be purchased online at www.flstrawberryfestival.com, over the phone at 813-754-1996 or at the Amscot Main Ticket Gate 1 located at 2209 W. Oak Avenue in Plant City. For ADA seating, call 813-719-6680.

“The excitement for REBA’s concert is absolutely awesome, and we want to thank everyone for choosing to see her perform at the Strawberry Festival,” said Robinson. “Our venue provides an up-close and intimate experience that few can match. With the holidays fast approaching, we encourage everyone to check out our lineup for 2025 and secure any additional concert tickets soon, as they are selling fast. Do not miss out on the incredible lineup we have planned for this year’s festival!”

In addition to headline entertainment, the event will host more than 20 on-grounds entertainers, over 85 rides, 150 food vendors, seven livestock shows, six food contests and hundreds of arts and crafts.

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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 where "The Stage Is Set!" will take place February 27 - March 9 at 2209 W. Oak Avenue in Plant City, Fla. For more information, visit www.flstrawberryfestival.com, Facebook, Instagram, X and TikTok (#berryfest25).

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