



# News Release

## For Immediate Release

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### Florida Strawberry Festival Welcomes Record-Breaking Attendance in 2025

PLANT CITY, Fla. (March 11, 2025) – The Florida Strawberry Festival is proud to announce that this year’s event drew an astounding 651,647 attendees, setting a record for attendance in the festival’s 90-year history.

The 11-day celebration, which ran from February 27 through March 9, once again showcased the best in agriculture, entertainment, and community spirit, making it a must-see event for visitors from near and far.

Florida Strawberry Festival President Kyle Robinson expressed his gratitude for the overwhelming support from guests who made this year’s event one for the record books.

“While we are pleased with this year’s record attendance, our goal is not to break the record each year,” said Robinson. “Our primary focus is to continue being an entertainment destination where our guests have fun in a safe and affordable environment and want to visit each year. The Florida Strawberry Festival strives to provide fairgoers with something new and exciting to see each year while always maintaining that down-home friendly atmosphere that we are known for. Thank you to everyone who chose to experience BerryFest25 and we look forward to seeing you in 2026.”

With its signature strawberry shortcake, top-tier entertainment, thrilling rides, and deep-rooted traditions, the Florida Strawberry Festival continues to be one of the premier events in the Southeast. As organizers begin planning for the 2026 festival, they remain committed to preserving the values that have made the event a beloved tradition for generations. The 91<sup>st</sup> Annual Florida Strawberry Festival will be held February 26 - March 8, 2026.

For more information about the Florida Strawberry Festival, visit [www.flstrawberryfestival.com](http://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, over 600,000 visitors enjoy the Festival's headline entertainment, youth livestock shows, exhibits of commerce and, of course, its strawberry shortcake. The 2026 Florida Strawberry Festival will take place February 26 – March 8 in Plant City, Fla. For more information, visit [www.flstrawberryfestival.com](http://www.flstrawberryfestival.com), Facebook, Instagram, X and YouTube. (#berryfest26).

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