



News Release

For Immediate Release

Jennifer L. Morgan
Media Contact
813-752-9194
jennifer@flstrawberryfestival.com

Florida Strawberry Festival announces theme for 2026 event

PLANT CITY, Fla. (Sept. 8, 2025) – The Florida Strawberry Festival announced today the theme for its 91st annual event – “Still Growing.”

“‘Still Growing’ beautifully captures who we are as a Festival and as a community,” said Florida Strawberry Festival Chairman of the Board Pam Warnock. “We are growing in the number of guests we welcome, in the rides and attractions we offer, in our agriculture and livestock shows, and in the strawberries that make Plant City so special. Each year we continue to evolve, and this theme reminds us that our story is still being written.”

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 iconic strawberry character takes center stage in this year’s themed artwork, a cornerstone of the event’s branding and advertising. Surrounded by a field of strawberries and lively festival scenes, the beloved berry sports sunglasses and an FSF-branded farmer’s hat while holding a crate of fresh strawberries in front of the GT Grandstands. The design reflects the Festival’s continued growth in agriculture, entertainment, and community, while paying tribute to Plant City’s rich strawberry industry.

“The Florida Strawberry Festival has always been rooted in agriculture and family traditions,” said Warnock. “Just like the strawberries we celebrate, we are still growing — and that growth allows us to provide new experiences while honoring the heritage that makes this Festival so loved.”

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

-more-

strawberry shortcake. The 2026 Florida Strawberry Festival takes place February 26 – March 8, 2026 in Plant City, Florida. For more information, visit www.flstrawberryfestival.com, Facebook, Instagram, TikTok and X (#berryfest26).

###