



News Release

For Immediate Release

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Festival adds two standout 2026 acts: Legends of Love and Joan Jett

PLANT CITY, Fla. — The Florida Strawberry Festival is proud to announce two major additions to its 2026 headline entertainment series. Legends of Love, featuring Brian McKnight, Ginuwine and Ruben Studdard, joins the lineup alongside rock icon Joan Jett & The Blackhearts, bringing fresh range and star power to the Festival’s 91st annual event, taking place February 26 – March 8, 2026.

Legends of Love will showcase their smooth vocals and signature rhythm and blues harmonies as part of the Festival’s commitment to offering a broad mix of musical styles for guests of all ages.

Jett—known for timeless hits including “I Love Rock ’n’ Roll,” “Bad Reputation,” and “Crimson and Clover”—will deliver the Festival’s closing-night performance on March 8, 2026, capping BerryFest26 with a high-energy finale.

“Announcing both Legends of Love and Joan Jett is truly special for us,” said Florida Strawberry Festival President Kyle Robinson. “These artists bring two distinct musical experiences, yet both deliver the kind of talent and excitement our guests love. Legends of Love adds a soulful new dimension to the lineup, and Joan Jett closing out the Festival ensures an unforgettable finale. We’re thrilled to welcome them both to BerryFest26.”

These additions reflect the Festival’s ongoing effort to grow its entertainment offerings while preserving the tradition, fun and community spirit that have defined the Florida Strawberry Festival for more than nine decades.

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 famous strawberry shortcake. The 2026 Florida Strawberry Festival will take place February 26 – March 8, 2026, in Plant City, Florida. For more information, visit the Festival’s website or follow on Facebook, Instagram, TikTok, X and YouTube (#berryfest26).

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