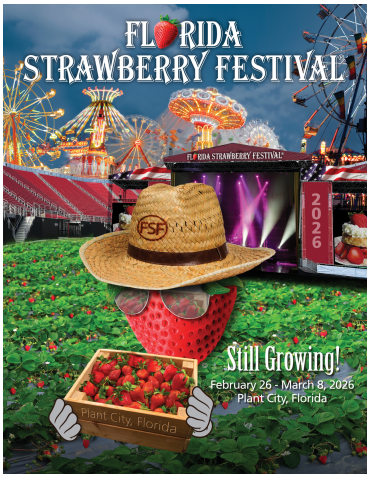

News Release

For Immediate Release

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Florida Strawberry Festival Reports Attendance for 2026 Event

PLANT CITY, Fla. (March 10, 2026) – The Florida Strawberry Festival announced today that 573,299 guests attended the 2026 event, held February 26 through March 8 in Plant City, Fla.

The 11-day celebration once again welcomed hundreds of thousands of visitors who enjoyed agricultural exhibits, youth livestock shows, headline entertainment, midway rides, contests, and the Festival's well-known strawberry shortcake. The event also featured two sold-out headline concerts at the Wish Farms Soundstage, each drawing record-setting crowds.

Florida Strawberry Festival President Kyle Robinson said the strong turnout reflects the Festival's ongoing commitment to creating a safe, affordable, and family-friendly event.

"Each year our goal is to provide a place where families can come together to enjoy time with one another and create lasting memories," Robinson said. "We're proud to continue offering a safe, welcoming atmosphere while presenting outstanding entertainment, agricultural experiences, and the traditions that make the Florida Strawberry Festival so unique."

Festival officials reported one arrest and 21 ejections or trespasses during the 11-day event. Organizers noted that these numbers reflect the continued efforts of law enforcement, security personnel, and Festival staff to maintain a safe environment for guests.

"Safety remains one of our top priorities," Robinson added. "The cooperation between our guests, volunteers, staff, and local law enforcement plays an important role in ensuring the Festival remains one of the safest large-scale events in the region."

With its wide variety of attractions, concerts, exhibits, and competitions, the Festival once again demonstrated why it continues to be one of the best values in wholesome entertainment for guests of all ages.

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Festival organizers also expressed appreciation to the community, sponsors, volunteers, vendors, and guests who contributed to the success of this year's event.

Florida Strawberry Festival Chairman Pam Warnock thanked the community for its continued support.

"We are incredibly grateful to our volunteers, sponsors, vendors, staff, and the many guests who joined us for this year's Festival," Warnock said. "Because of their support, we are able to continue providing a safe and welcoming environment where traditions are celebrated, and memories are made. We look forward to welcoming everyone back next year."

The 92nd Annual Florida Strawberry Festival will take place March 4–14, 2027, in Plant City, Florida. More information is available at www.flstrawberryfestival.com.

About the Florida Strawberry Festival

The Florida Strawberry Festival is an 11-day community celebration honoring the strawberry harvest of Eastern Hillsborough County. Each year, nearly 600,000 visitors attend to experience headline entertainment, youth livestock shows, commercial exhibits, and the Festival's famous strawberry shortcake. The 2027 Florida Strawberry Festival will take place March 4–14, 2027 in Plant City, Florida. For more information, visit www.flstrawberryfestival.com or follow the Festival on Facebook, Instagram, X, TikTok, and YouTube. (#berryfest27)

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