

California Strawberry Festival

FOR IMMEDIATE RELEASE:

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34th ANNUAL CALIFORNIA STRAWBERRY FESTIVAL FEATURES THE STRAWBERRY PROMENADE WITH RECIPE CONTESTS, CELEBRITY CHEF DEMONSTRATIONS, AND MORE

When the 34th Annual California Strawberry Festival kicks off May 20 and 21, on the newly expanded acreage at Strawberry Meadows of College Park in Oxnard, the Strawberry Promenade will be bustling with chef presentations and heated culinary contests as one of the event's top attractions.

Presented by Wells Fargo, the Strawberry Promenade is a huge tented oasis offering a schedule of engaging activities of all things berry.

11:00am-1:00pm

Children's Berry Time

Strawberry-themed activities for youngsters. Big Brothers Big Sisters hosts a story time reading of "The Little Mouse, the Red Ripe Strawberry, and the Big Hungry Bear" and concludes with a special guest appearance. Immediately following, Girl Scout Troop #65202 hosts a crafts carnival where kids can design their own strawberry-themed arts & crafts. Free activity packs will be provided to all participants.

1:00pm-2:30pm (Saturday Only)

Berry Blast Off Recipe Contest Championship

There's no holding back when two finalists go head-to-head in a timed "Iron Chef" style culinary quest to prepare the ultimate strawberry dish as they vie for top honors and the coveted grand prize vacation getaway. Presented by the Ventura County Star.

1:00pm-2:30pm

Strawberry Smackdown

Two chefs compete against one another and the clock in a thrilling contest where they must create a sensational strawberry dish utilizing key ingredients they only discover once the challenge begins. Participants: Acclaimed Chef Martin Ledesma of CP Catering verses Executive Chef Alejandro Castillo of Twenty88. Gold Coast Broadcasting presents the event.

3:00pm-4:00pm

Berry Best Hat Contest

Fashionistas showcase the ultimate in wearable berry bling. Cheer on contestants with the most outlandish and extraordinary berry bonnet. Hosted by Ms. Regional California America Kristen Routh, the event is presented by Players Casino.

4:00pm-5:00pm

Celebrity Chef: Sweet Arleen's Berry Treats

Julia Maria Sanchez San Bartolome of Sweet Arleen's – three-time champion of Food Network's Cupcake Wars and featured on Cooking Channel's Unique Sweets as a bread pudding favorite – shares her love of baking with the finest ingredients and indulges us with sweet treats with a signature strawberry flair.

5:00pm-6:00pm

Früli's Festival Fun Facts Contest

Fun is brewing when Früli, the Festival's Exclusive Strawberry Beer, hosts a lively forum with an interactive quiz to test your strawberry knowledge. Prizes awarded to participants and all ages welcome. Presented by Früli Premium Strawberry Beer.

California Strawberry Festival (3250 South Rose Avenue, Oxnard) general admission is \$12, seniors 62+ and active military are \$8, and youths ages 5-12 are \$5. Kids 4 and under are free. The free Park & Ride "Strawberry Express" shuttles from multiple convenient locations off the 101 freeway make getting there a breeze. Amtrak California offers a special Kids Ride Free Promotion Festival weekend (shuttles meet the trains). Parking is also available on site for \$10. The California Strawberry Festival toll free information line is 888 288-9242.

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