

California Strawberry Festival

THE 2017 CALIFORNIA STRAWBERRY FESTIVALS 34th ANNUAL CELEBRATION FACT SHEET

EVENT:

The 34th Annual [CALIFORNIA STRAWBERRY FESTIVAL](#) gets underway May 20 & 21, 2017 at the newly expanded Strawberry Meadows of College Park in Oxnard from 10:00a.m. to 6:30p.m. After three decades of goodness and good deeds, the Festival has contributed more than \$4.5 million to 20+ charitable organizations and funded scholarships to children of migrant farm workers. Jam-packed into one weekend, the tasty tribute serves up a menu of delicious strawberry delights and wholesome fun for all ages.

FEATURES:

Strawberries, strawberries, strawberries -- from chocolate dipped, deep fried, shortcaked and even atop pizza, berries abound as desserts, main courses and even as thirst quenching delights like strawberry beer. All proceeds from sales from non-profit food booths benefit southland charities.

Live Concerts fill the air with non-stop entertainment on two stages, all included in the admission price. The medley of music offers something special for everyone.

A **Fine Arts & Crafts showcase** with unique collectible creations from 200 artists dot the landscape with exhibits specializing in paintings, sculpture, ceramics, jewelry, specialty foods, furniture, children's toys, and more. Artists are on hand to visit with Festival guests and often personalize gifts. Nestled amidst the booths, the "Kids Interactive Berry Craft Patch" area provides make & take crafts for youngsters.

Strawberryland For Kids offers a childhood oasis with rides, bouncers and climbing walls for youngsters.

The **Strawberry Promenade** offers a berry haven where patrons can enjoy cooking demonstrations, the Berry Blast Off Recipe Contest, the Strawberry Smackdown with dueling chefs, and more.

Contests get everyone into the act. Hearty appetites rule in the Strawberry Pie Eating Contest. The gooey Tart Toss finds strawberry goo flying into faces poking through cutout boards and the timed Strawberry Relay race requires teamwork to assemble and devour berry goodies. Creations in The Berry Best Hat Contest put the Kentucky Derby to shame, while the Berry Best Dressed Baby Contest finds toddlers strutting the runway in their finest berry bling.

The **Community Connections booth** showcases all the wonderful ways the Festival engages the community and gives back to impact lives by fundraising. Patrons spin the wheel for prizes.

(more)

DATE/LOCATION:

Saturday and Sunday, May 20 and 21, 2017 from 10:00a.m. – 6:30p.m.

Fifteen acres at Strawberry Meadows of College Park, 3250 South Rose Avenue, Oxnard:

Limited on site parking is \$10. Free park n ride shuttle service provided. Host Hotel: Holiday Inn Express, Port Hueneme.

ADMISSION:

Adults: \$12; seniors 62+, active military and dependents with ID card: \$8; Youths (5-12): \$5, Free for kids 4 and under.

GETTING THERE: Flanked by Rose Avenue, PCH and Channel Islands Blvd., the site is adjacent to Oxnard College. Oxnard is located 60 miles north of Los Angeles and 30 miles south of Santa Barbara. Signs mark the correct exits off the 101 Freeway and PCH. Limited parking available for \$10 (free shuttles offer easy access).

FREE SHUTTLE: FREE Strawberry Express shuttle service offers multiple convenient Park 'n' Ride locations off the 101 Fwy: Camarillo Premium Outlets adjacent, the Topa Financial Towers, Channel Islands Harbor, Santa Clara High School, and the Oxnard Transportation Center (Amtrak offers rider discounts and free shuttles meet trains).

BACKGROUND: The Festival pays tribute to California's billion dollar strawberry industry. Oxnard, with its unique coastal environment of ocean exposure and year-round moderate temperatures, is ideal for the luscious fruit that is annually exported to Canada, Mexico, Japan, Hong Kong and beyond. In the early 80s with a quest to create a celebratory event that would pay tribute to the strawberry industry, then Oxnard Mayor, Dr. Tsujio Kato, gathered with City of Oxnard officials and a handful of local strawberry growers to explore possibilities. The Festival premiered in 1984 at Channel Islands Harbor. After eight years, the increasingly popular event outgrew its original site, moving in 1992 to picturesque Strawberry Meadows of College Park, home to where it remains today. Throughout the years, Festival funds have contributed to park enhancements.

POSITIVE IMPACT: The two-day fete has grown from its inception to become known among the nation's finest. The Int'l Festival & Events Association and the Library of Congress have recognized the California Strawberry Festival for its extensive community programs benefiting education, arts and youths. The Association's research also estimates the Festival's economic impact to the community hovers at approximately \$7.5 million for the two-day event.

EVENT CONTACT:

Info line: Toll free at 888-288-9242

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