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### **California Strawberry Festival Wins 1<sup>st</sup> Place In CalFest Poster Contest**

Oxnard, Calif. (February 11, 2019)—The 2018 California Strawberry Festival poster took first place in this year's CalFest commemorative poster contest. The winner was announced at the CalFest annual conference in Reno, Nevada in January. Entries were judged on substance, originality, style, concept, graphics and production of the idea. The California Strawberry Festival's poster won in the "Class 3" category (event budgets over \$150,001).

The poster was designed by Natasha Aitouganov of Sherman Oaks. It was Aitouganov's first time entering the California Strawberry Festival's poster contest. A professional artist, Aitouganov began drawing at age seven. Born in Belarus, she eventually immigrated to the United States in 1993 and studied production design at the American Film Institute. She mostly works in pen and ink and in watercolors.

"Natasha's design beautifully captured the essence of the festival," says Mike Thompson, California Strawberry Festival board chair. "We knew it was an excellent creation as soon as we saw it. We're thrilled it's now been recognized as the best of the best in poster designs throughout California and Nevada."

The California Strawberry Festival poster design for 2019 will be unveiled at a luncheon on March 5.

CalFest (California/Nevada Festivals & Events Association) members include community festivals, historical celebrations, sporting events, visual and performing arts festivals, ethnic events, parades and fairs as well as convention and visitors' bureaus and tourist districts. Last year, the California Strawberry Festival won at CalFest for best promotional piece for 2017.

The [California Strawberry Festival](#) is celebrating its 36<sup>th</sup> anniversary on May 18 and 19 with something for every strawberry lover. The two-day event that attracts visitors from throughout California takes place at [Strawberry Meadows of College Park](#) in Oxnard (3250 South Rose Avenue). For more information, call 888 288-9242 or go to [www.CAstrawberryFestival.org](http://www.CAstrawberryFestival.org).

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