

California Strawberry Festival

THE 2019 CALIFORNIA STRAWBERRY FESTIVAL'S 36th ANNUAL CELEBRATION FACT SHEET

EVENT: The 36th Annual [CALIFORNIA STRAWBERRY FESTIVAL](#) is May 18 & 19, 2019 at [Strawberry Meadows of College Park](#) in Oxnard. Hours are 10:00 a.m. to 6:30 p.m. both days. The two-day festival attracts almost 60,000 visitors of every age who can sample all things strawberry, enjoy live concerts, browse the arts & crafts showcase, visit Strawberryland (with kids rides and activities) and participate in contests and cooking demonstrations. What's more, **since its inception, the festival has contributed over \$4.5 million to more than 30 charitable organizations and funded scholarships.**

FEATURES: Strawberries, strawberries, strawberries -- from chocolate dipped, deep fried, shortcake to atop pizza and nachos, berries abound as desserts, main courses and even as thirst quenching delights like strawberry beer, margaritas and smoothies. **With over 50 food vendors participating, there is a tasty strawberry delight from for everyone just waiting to be eaten. An estimated 1.5 million strawberries will be consumed during the two-day festival.**

Proceeds from non-profit food booths benefit southland charities.

Live Concerts are on three outdoor stages and included in the admission price. The medley of music offers something for every musical taste.

Stage Schedule:

Saturday, May 18

10:00 am – 11:00 am – **DJ Travis Holcombe – KCRW 89.1 FM**
11:00 am – 11:40 am – **Fan Favorite by Cumulus Media Winner**
12:00 pm – 12:45 pm – **Professional Americans** (Rock & Roll)
1:15 pm – 2:15 pm – **Ocho Ojos** (Cumbia/Latin)
3:00 pm – 4:15 pm – **Past Action Heroes** (80's & 90's Rock Tribute)
5:00 pm – 6:15 pm – **L.A.vation** (U2 Tribute)

Sunday, May 19

10:00 am – 11:00 am – **DJ Travis Holcombe – KCRW 89.1 FM**
11:00 am – 11:45 am – **Shaky Feelin'** (Rock/Reggae/Bluegrass)
12:15 pm – 1:15 pm – **Smith the Band** (Country Pop)
1:45 pm – 2:45 pm – **One Drop Redemption** (Bob Marley Tribute)
3:30 pm – 4:45 pm – **Metalachi** (Mariachi Heavy Metal Tribute)
5:30 pm – 6:30 pm – **Uptown Funk** (Bruno Mars Tribute)

Arts & Crafts Showcase highlights the talents of **200 artists who specialize in paintings, sculpture, ceramics, jewelry, specialty foods, furniture, children's toys, photography and more.** Many have a strawberry theme. Artists are on hand to visit with festival guests and often personalize gifts.

Strawberryland For Kids offers tons of childhood fun with puppet and magic shows, live animal acts, rides, bounce houses and climbing walls.

Berry Blast Off Recipe Contest: On Saturday, May 18, 1:30 p.m. – 3:00 p.m., two finalists will battle it out in the Berry Blast Off Recipe Contest. They will have one hour to prepare their recipe entries before judges while a crowd roots them on. Contest recipes have to be original, non-baked, sweet or savory-tasting strawberry

dishes. Judges score for best taste/flavor, texture, preparation ease, presentation and creative use of strawberries.

Contests get everyone into the act. Festivalgoers can sign up for the Strawberry Pie Eating Contest, gooey Tart Toss and the timed Strawberry Relay Race (teams attempt to go through a series of obstacles to assemble and eat a strawberry creation in the fastest time). Always festival favorites are the Berry Best Hat Contest and Berry Best Dressed Baby Contest. Winners all receive prizes.

DATES/TIMES/LOCATION: Saturday and Sunday, May 18 and 19, 2019 from 10:00 a.m. – 6:30 p.m., both days Strawberry Meadows of College Park, 3250 South Rose Avenue, Oxnard.

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 onsite parking is \$10. [Driving Directions](#)

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. Free shuttles meet trains).

WHERE TO STAY: The [Holiday Inn Express Port Hueneme](#) is the festival's official hotel. In addition, there is an array of lodging choices with something to fit every budget. After an exciting day at the festival, plan to check out the other activities and sights in and around Oxnard and Ventura County. For more info, visit <https://visitoxnard.com/>.

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

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. Strawberries are Ventura County's largest crop generating over \$654 million in value in 2016. In the 1980s, then Oxnard Mayor, Dr. Tsujio Kato, gathered with City of Oxnard officials and a handful of local strawberry growers to explore ways to celebrate the strawberry industry. The festival premiered in 1984 at Channel Islands Harbor. After eight years, the increasingly popular event outgrew its original site, moving in 1992 to Strawberry Meadows of College Park, where it remains today.

POSITIVE IMPACT: The nonprofit California Strawberry Festival is known as one of the nation's finest. The International 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 estimates the festival's economic impact to the community hovers at approximately \$7.5 million for the two-day event.

Official sponsors for this year's festival include Oxnard Convention and Visitors Bureau, Southern California Acura Dealers, Stella Rosa Wines, Stella Artois and KTLA.

EVENT CONTACT:

Info line: 888-288-9242
Visit us: <http://www.castrawberryfestival.org>
Like us: <http://www.facebook.com/CaliforniaStrawberryFestival>
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Handle & Hashtag: @castrawfestival #CAStrawberryFestival

MEDIA CONTACT: Diane Rumbaugh, 805-493-2877, diane@rumbaughpr.com

Berry Trivia:

Strawberries are the only fruit that **wear their seeds on the outside**.

Strawberries aren't true berries, like blueberries or even grapes. Technically, a berry has its seeds on the inside. And, to be über technical, each seed on a strawberry is considered by botanists to be its own separate fruit.

It takes **30 days** for each strawberry to mature from flower to fruit.

Most people think the strawberry got its name because children in the nineteenth century **threaded the berries into straw** and offered them for sale

Within one day after they are picked, strawberries are **on their way to market** in refrigerated trucks.
(Source: California Strawberry Commission)

Strawberries grow year-round in California but April through August are the peak months.

According to the U.S. Dept. of Agriculture, Americans eat an average of more than eight pounds of fresh strawberries each per year.

California farmers produce more than 85% of the fresh strawberries grown in the U.S. They grow more than 2 billion pounds of the heart-shaped fruits per year. (Source: California Strawberry Commission)

Each acre of land in California in strawberry production produces an average of 21 tons of strawberries annually. (Source: California Strawberry Commission)

32,000 acres of strawberries are planted in California each year. (Source: California Strawberry Commission)

Eight medium strawberries are only 50 calories but provide 110 percent of the daily amount of vitamin C (96mg) (Source: California Strawberry Commission)