



# California Strawberry Festival

NEWS RELEASE

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Winner Receives \$2,000

## Kimberly Duran Wins 37th Annual California Strawberry Festival Official Poster Contest



Oxnard, Calif. (March 3, 2020)—Artist Kimberly Duran's design conveying her message of love and her love of strawberries won the poster design contest for the 37<sup>th</sup> Annual California Strawberry Festival. Duran's winning entry was revealed today to a group of dignitaries and festival sponsors gathered at Yolanda's Mexican Café in Oxnard. The luncheon officially kicks off activities for the 2020 festival celebration taking place May 16 and 17, 2020 in Oxnard.

As the winning designer, Duran took home \$2,000 and other prizes. This is the first time Duran, 30, has entered the festival poster contest. "I usually don't win anything, unless you count the time I won an art contest in third grade," says Duran. "It's a wonderful feeling."

Recently, Duran has been on a campaign to spread love, including love of culture and community, through her artwork. As a muralist, her designs are on display in Los Angeles and Orange counties. The festival poster is her first work in Ventura County. "I happen to love strawberries. I eat them every morning," says Duran. "The shape of a strawberry reminds me of a heart. I used the concept of hands making a heart symbol and a heart-shaped strawberry within the hands to spread love and the love of strawberries."

Duran's artwork was chosen from more than 60 entries. "Kimberly's design was something we haven't seen before," says Dean Kato, California Strawberry Festival chairperson. "Her incorporation of a strawberry in her artwork is unique and refreshing."

In addition to murals, Duran creates works in digital design and illustration.

The 37th Annual [California Strawberry Festival](http://www.castrawberryfestival.org) is held at Strawberry Meadows of College Park (3250 S. Rose Avenue, Oxnard), and features more than 50 food booths, each with at least one strawberry dish or drink, live concerts, contests, a build-your-own strawberry shortcake booth, a Strawberryland for Kids with rides and attractions, hundreds of fine arts and craft booths, and cooking demonstrations.

General admission is \$12, seniors 62 and over are \$8, and children ages 5-12 are \$5. Kids 4 and under are free. Active military and dependents with ID are \$8. Hours are 10:00 a.m. to 6:30 p.m. both days. Free Park and Ride "Strawberry Express" shuttles with pickup locations off the 101 Freeway save patrons time and money. Parking onsite is \$10. Tickets are available for purchase in advance online via the website. Toll free information is available at 888-288-9242.

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