



California Strawberry Festival

NEWS RELEASE

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First Poster Design Contest Since 2020

11-Year-Old Gio Basile Wins 38th Annual California Strawberry Festival Poster Design Contest

Oxnard, Calif. (Date)—Eleven-year-old engineering wiz Gio Basile created the winning poster design for the 38th Annual California Strawberry Festival. Gio'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 2024 festival celebration taking place May 18 and 19 at the Ventura County Fairgrounds.

This is the first California Strawberry Festival poster design contest since 2020 when the festival was canceled due to the pandemic. Gio's generative art design was one of 154 entries from around the country. He takes home the \$2,000 grand prize and VIP tickets to the festival.

Entries were evaluated by a judging panel looking for creativity and the best use of a strawberry design. "Excellent artwork was submitted this year," says Dean Kato, California Strawberry Festival board chair. "Gio's design is impressive and perfect for our marketing campaign and festival merchandise."

Gio designed his entry using Adobe Premiere. "At first, I thought of just creating a strawberry dipped in paint, but then I added a splash to make it more artistic," says Gio, who says he loves the taste of strawberries topped with powdered sugar. "I did five or six prototypes using all different colors to find the right one."

Gio lives in Upland with his parents and sister. "Gio has always been a builder with an engineering, STEM mindset," explains his mother, Maria Basile. "When he learned how to build art with technology, it allowed him to bring his ideas to life in unique ways."

"Thank you for the opportunity to enter the contest," says Gio. "I want to share my work and hopefully inspire others to be creative." Gio plans to use his contest winnings to purchase a 3D printer. This summer, he will attend a Carnegie Mellon University program that immerses young students in computer technology, 3D art and coding.

The California Strawberry Festival features strawberry funnel cakes, chocolate-dipped strawberries, berry kabobs, and many other strawberry-themed treats. The festival also includes the work of 150 artists and crafters, a Ninja Nation obstacle course, live entertainment on multiple stages, Strawberryland for kids, carnival rides and a "build-your-own" strawberry shortcake pavilion.

Festival hours are 10:00 a.m. to 7:30 p.m. on Saturday and 10:00 a.m. to 6:30 p.m. on Sunday. General admission is \$15, active military with ID and family and seniors 62 and over, \$10, youth ages 5 to 12, \$8, and children 4 and under are free. Limited parking onsite is \$20 per vehicle.

Visitors are encouraged to use the free shuttle service at the 6 locations nearby. Check out <https://www.pacificsurfliner.com> and take advantage of the Ventura Amtrak Station across the street. For more information, go to www.CAstrawberryFestival.org.

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