



Garden Grove Strawberry Festival Association

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GARDEN GROVE STRAWBERRY FESTIVAL SEEKS OUTSTANDING LOCAL BOYS AND GIRLS TO HONOR IN ITS SATURDAY PARADE

--Kids Helping Kids Contest Launched--

GARDEN GROVE, CA (April 15, 2013) – The theme of the 55th annual Garden Grove Strawberry Festival is “Celebrating 55 Years Of Helping Local Kids.” As part of the four-day Memorial Day weekend event – to be held May 24-27, 2013 -- the festival is holding a **Kids Helping Kids Contest**.

The board of directors is looking for outstanding youths ages 7 of 18 who have gone out of their way to help other kids, who may have:

- set up a charity, movement or organization to help their peers
- gone out of their way to make life better for kids
- used their skills to work with kids and had positive results

Winners will be honored in the Saturday, May 25th parade along with Pat Halberstadt, who has been Chief Professional Officer for the Boys & Girls Clubs of Garden Grove for more than 38 years. Of the 4,000 clubs, the Garden Grove branch is the largest in children served in the world.

Residents of Garden Grove and the surrounding communities of Santa Ana, Westminster, Buena Park, Anaheim, Fountain Valley, Orange, Stanton and Cypress all qualify. “We would like to celebrate the achievements of those who may not already have been recognized,” says board president Mark Mahoney. The public may submit names of nominees on the festival website: www.strawberryfestival.org and click on the **Kids Helping Kids** link. Entries must be received before May 14, 2013. Boys and girls chosen will be contacted by the board before May 18th.

ABOUT THE FESTIVAL

The festival will be held Memorial Day Weekend, Friday, May 24th through Monday, May 27th, 2013. Friday hours are 1:00 p.m. to 10 p.m.; Saturday and Sunday from 10 a.m. to 10 p.m. and Monday from 10 a.m. to 9 p.m. Admission is free. Special one-price ride-all-day wristbands will be offered for all festival days at \$25 per wristband on Friday and \$30 each on Saturday, Sunday and Monday. Tickets for individual rides can also be purchased separately at \$1 per ticket.

The four-day event, which is the second largest city festival in the Western United States, will be held at the Village Green between Main Street and Euclid Avenue in downtown Garden Grove. Last year's attendance was more than 300,000. Highlights include the Friday evening official giant strawberry cake-cutting ceremony at 6:00 p.m. at the Showmobile (Acacia & Main streets) when free cake is served to over 2,000 people.

On Saturday morning, the **VIP celebrity breakfast** will take place at the Garden Grove Community Center, with proceeds going to We Give Thanks, followed by a **celebrity parade** which starts at 10 a.m. with floats, bands, equestrians and characters such as Knott's Berry Farm's **Snoopy**. Many film and TV celebrities will be honored in the parade.

All four festival days will include 35 carnival rides, 4 contests, over 200 food and shopping booths, games, music and live entertainment in the festival's 550-seat amphitheater and Showmobile. Contests, held in the amphitheater, include the **Berry, Berry Beautiful Baby Contest; Redhead Roundup; Strawberry Idol Karaoke; and Tiny Tots King and Queen.**

Sponsorship support this year is from Time Warner, Clear Channel Outdoors, McDonalds, Care Ambulance Service, Jay's Catering, Sam's Club, Costco, Garden Grove Hospital, Brandywine Homes and Casa Garcia. Media sponsors include Parenting OC, Garden Grove Journal, OC News, Community Newspapers, Korea Times, El Panamericano, Farandula USA, Miniondas, Nguoi Viet Daily News, and radio stations 104.3MYfm, KOST, KWVE, KEARTH, KSWB, KSSE, KLYY, KDAY, KWIZ, Exitos 93.9 and JACKfm.

For additional information, call (714) 638-0981 or visit www.strawberryfestival.org. #