



Garden Grove Strawberry Festival Association

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www.strawberryfestival.org

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HIGH RESOLUTION PHOTO DOWNLOADS ARE AVAILABLE at
<http://strawberryfestival.org/pressroom.htm>

EVENT DATES: MAY 26-29, 2017

Hours: Friday (1:00 p.m. to 10 p.m.)

Saturday and Sunday (10 a.m. to 10 p.m.)

Monday (10 a.m. to 9 p.m.)

THE 59th ANNUAL GARDEN GROVE STRAWBERRY FESTIVAL TO RAISE FUNDS FOR LOCAL CHARITIES

-Festival to Celebrate Local Super Volunteers-

GARDEN GROVE, CA (January 3, 2017) -- The 59th Annual Garden Grove Strawberry Festival is a non-profit organization dedicated to raising funds for the community. This annual event has brought in over \$6 million for local charities since its inception in 1958. Last year profits of \$150,000 will be donated to local charities who apply for funds. The Festival also annually benefits many non-profit groups who set up festival food booths and collectively raise over \$100,000 more for their charities. The board also awards scholarships to local school students and underwrites parade participation for school bands. And annually, the festival treats over 2,000 special needs kids to a day of free rides and food.

This year's theme is ***Honoring Our Local Super Heroes***. Volunteers who have served their communities above and beyond the call will ride with their families in the Saturday parade and be treated to food and a day of fun.

The festival will be held Memorial Day Weekend Friday, May 26th through Monday, May 29th, 2017. 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 \$30 per wristband on Friday and \$35 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 over 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. Saturday morning begins with an 8 a.m. **VIP celebrity breakfast** at the Garden Grove Community Center, with

proceeds going to We Give Thanks. Next is a **parade** at 10 a.m. with floats, bands, equestrians and characters. Many film and TV celebrities will be honored in the parade.

All four festival days will include 35 carnival rides, 5 contests, over 200 food and sales booths, games, music and live entertainment in the amphitheater and Showmobile. Contests, held in the festival's 550-seat amphitheater, include the **Berry, Berry Beautiful Baby Contest, Redhead Roundup, Strawberry Idol Karaoke, and Tiny Tots King and Queen.**

Sponsorship support last year came from Southern California Ford Dealers, McDonalds, Sam's Club, GGTPC, Great Destinations, Clear Channel Outdoor, Brandywine Homes, Parenting OC, El Panamericano, Korea Times, Nguoi Viet Daily News, OC News and its community newspapers, OC Weekly, Farandula USA, Miniondas, and radio stations 103.4 MYfm, KOST, JACK FM, KDAY-FM, KWVE, KWIZ, KABC, KLOS, Air 1 Radio, KSWD the Sound LA, KLYY, KSSE, Radio Centro 94.7, The Wave and KEARTH 101.

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