

63rd Annual Garden Grove STRAWBERRY FESTIVAL

MEMORIAL DAY WEEKEND MAY 26-29



**CELEBRITY
GRAND MARSHAL**



VERA JIMENEZ
KTLA 5 METEOROLOGIST

**THEME
GRAND MARSHAL**



TONY ADKINS PA-C
THE DANCING DOCTOR

**FREE
ADMISSION**

*Saturday Parade
Celebrities
Live Music
Carnival Rides
Great Food
Contests
Games*



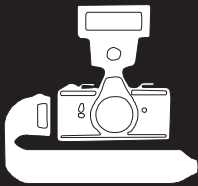
**Unlimited
All-Day Rides
\$35 Fri., \$40 Sat.-Mon.**

**Friday 1pm - 10pm
Sat & Sun 10am - 10pm
Monday 10am - 9pm**

Garden Grove

At the Village Green

Main at Euclid



Photos by Loreen
Photo Journalist

**Loreen
Berlin**

714-335-5704

LoreenBerlin@gmail.com

Wishing the Garden Grove
Strawberry Festival Association
The Very Best on Their
63rd Annual Strawberry Festival



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Woman
of the Year



Susan Lerma

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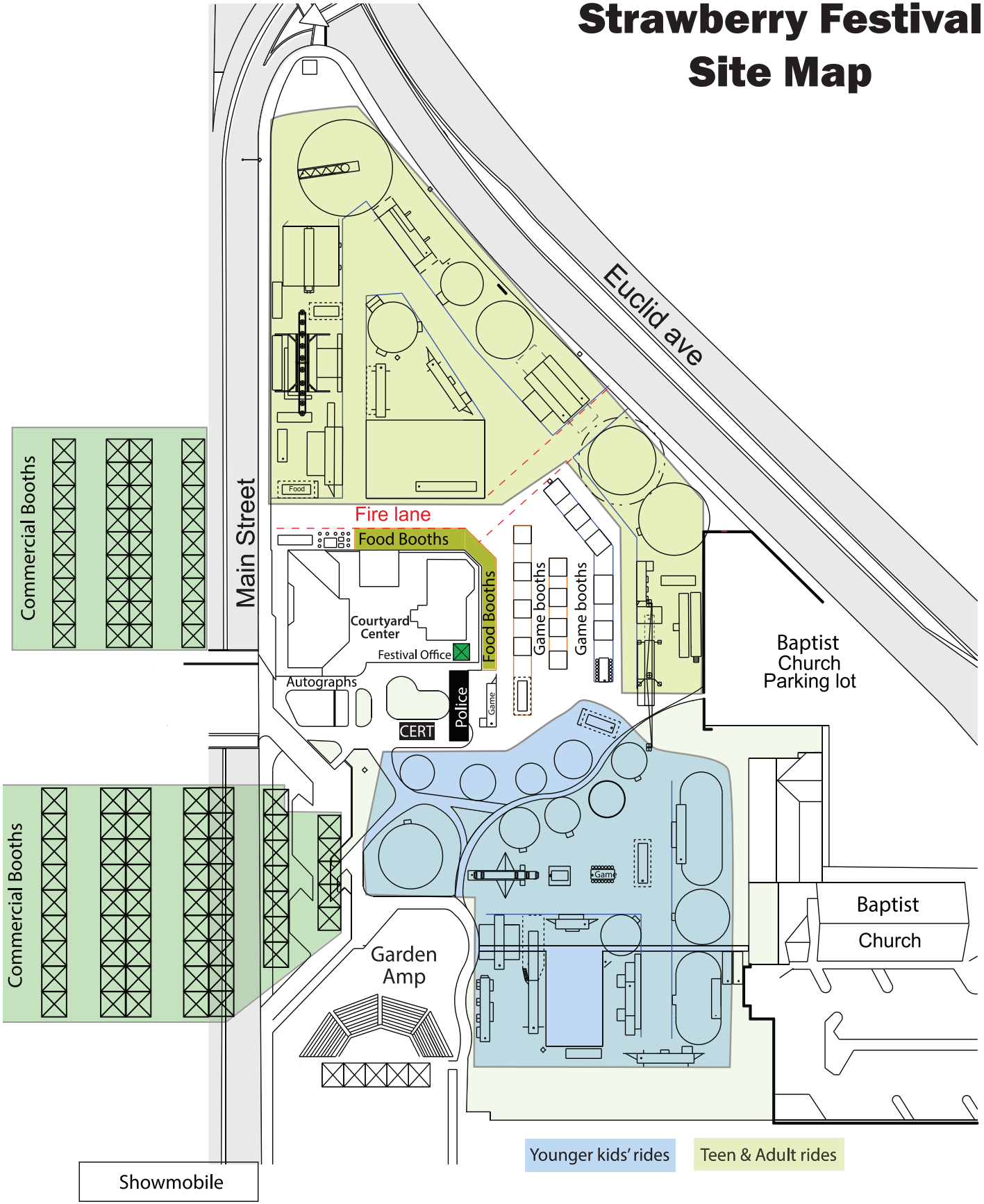
Mon - Thur: 4 - 10 PM

Fri - Sat: 4 - 11 PM


SuperNOVA Brunch
Every Sunday
11 AM - 2:30 PM

Happy Hours:
Mon - Fri: 4-6PM

Strawberry Festival Site Map




EXPLORE GARDEN GROVE'S PARKS & RECREATION GUIDE




- Youth Sports & Creative Arts
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SCHEDULE OF EVENTS

Friday, May 26th:

4:00 pm

Tiny Tots King & Queen Contest

3 to 6 year-olds

Sign-Up: Online starting May 1st or at festival from 3:00 – 3:55 pm.

Winners: Must be available the next day to be in the parade.

Late arrivals will not be able to participate.

Garden Amp

6:00 pm

Welcome Strawberry Cake Cutting Ceremony

Free Strawberry Shortcake served to all who attend.

Showmobile

6:00 – 7:45 pm

Mario Bryant & Band

(Pop and R&B Originals and Covers)

Garden Amp

8:00 – 10:00 pm

Heart of a Blonde

(Madonna/Blondie/Cindy Lauper and more)

Garden Amp

Saturday, May 27th:

8:00 am

VIP Pancake Breakfast

Garden Grove Community Center

11300 Stanford Avenue at Euclid Street

The breakfast is open to the general public.

The breakfast is attended by local dignitaries and parade celebrities, who will be introduced. La Casa Garcia is providing breakfasts consisting of pancakes, scrambled eggs, bacon, sausage, fried potatoes, strawberries, milk, orange juice and coffee. The charge is \$11.00 cash per person paid at the door.

10:00 am

Parade

(Starts at 9th Street and Chapman Street)
Television, Film, Theatre, Music and Sports
Celebrities, Marching Bands, Floats, Equestrians and more!

11:00 am – 3:00 pm

DJ Gummo - Open Mic Karaoke

Showmobile

12:30 pm (Approximate Time)

Celebrity Autograph Signing

Tables in front of the Courtyard Center

(See map on page 3)

3:00 pm

Design-A-Float Contest

5 to 12 year-olds

Sign-Up: Online starting May 1st or at Festival from 12:00 noon – 12:55 pm.

Floats must be completed to enter contest. Late arrivals will not be able to participate.

Garden Amp

3:00 - 6:00 pm

Durty Watur Band

(70s, 80s and 90s Band)

Showmobile

6:00 – 7:45 pm

Ted Z & The Wranglers

(Americana, rock, folk, country)

Garden Amp

8:00 – 10:00 pm

DILF USA - Band

(Hard Rock with a Modern Twist)

Garden Amp

Sunday, May 28th:

11:00 am

Berry, Berry Beautiful Baby Contest

3 months to 2 year-olds

Sign-Up: Online starting May 1st or at Festival from 10:00 – 10:55 am

Garden Amp

12 Noon – 3:00 pm

Forever Sunday

(Classic to Modern Covers)

Showmobile

1:00 - 2:00 pm

Foundations Dance Company

Garden Amp

3:30 - 6:30 pm

Full Spectrum Band

(60's, 70's, 80's and 90's music)

Showmobile

6:00 – 7:45 pm

EMO Kids

(90s cover music)

Garden Amp

8:00 – 10:00 pm

Green Today

(Green Day Tribute Band)

Garden Amp

Monday, May 29th:

11:00 am

Redhead Roundup Contest

Sign-Up: All Ages Online starting May 1st or at Festival from 10:00 – 10:55 am

Garden Amp

12:30 – 2:30 pm

INFL80EES

80s dance covers

Showmobile

2:30 - 4:00 pm

Oléha

Vacation Music for the Soul

Showmobile

1:30 - 4:30 pm

Strawberry Lego® Brick-Build Contest

Sign-Up: Online starting May 1st or at Festival from 11:00 am – 12:55 pm.

Must bring your own LEGO® or DUPLO or plastic bricks. There will be no time to create/build during contest. All builds must be completed to enter contest.

Please, no late arrivals.

5 to 17 year-olds

Garden Amp

4:00 – 6:00 pm

Living in Stereo

Best in 90s dance covers

Showmobile

6:00 - 7:45 pm

Durty Watur Band

(70s, 80s and 90s Band)

Garden Amp

8:00 – 10:00 pm

Rock in Español

(Latin Rock)

Garden Amp

NEED HELP? HAVE QUESTIONS? PLEASE STOP BY OUR TWO STRAWBERRY FESTIVAL INFORMATION BOOTHS - (look for the information flags in the vendor area), THE POLICE COMMAND CENTER, OR ASK SOMEONE WEARING A RED STRAWBERRY FESTIVAL SHIRT!

www.strawberryfestival.org.

Celebrity Grand Marshal - Vera Jimenez - KTLA 5 On Air Personality



Vera Jimenez is KTLA 5's meteorologist for the KTLA 5 News at 5, 6, 6:30, 10 and 11 on weeknights.

Vera was born in Mexico and moved to Southern California when she was 3. Most of her family still lives in Garden Grove. She went to Bolsa Grande High School and Santa Ana Community College.

She later attended Cal State Long Beach where she graduated with honors in religious studies. It was during her time at SACC that she started in broadcasting. She interned at KIK-FM in Orange and then got a job producing traffic for Shadow Broadcasting. She landed a fill-in job doing traffic overnights at

KFWB-AM. The best learning experience came while at KNX-AM, where she was an airborne traffic reporter.

Vera eventually got a chance to work on television — first for KABC-TV and then for KCBS-TV, both here in Los Angeles. While at KCBS-TV, Vera went back to school to study meteorology from Mississippi State, earning her certificate in August 2009.

Vera has earned four Emmys, three Golden Mikes and three Golden Pylons.



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Sister City Association of Garden Grove Presents



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Strawberry Festival Parade Route



Register online at strawberrystomp.org



facebook.com/StrawberryStomp5k



strawberrystomp5k



Theme Grand Marshal - Tony Adkins, PA-C - aka The Dancing Doc



Tony "Dancing Doc" Adkins, PA-C, MPH, MCHS, is a pediatric neurosurgery physician assistant at Children's Hospital of Orange County and now a social media phenomenon. In a matter of months he became well known around the world for his unique way of connecting with his young patients through music and dance. He has appeared on Good Morning America, The Dr. Oz Show, ABC World News Tonight, Australia Morning News, and on several other national and international news and talk shows. These media outlets have affectionately named him the "Dancing Doc" because his dance videos with his patients have gone viral with millions of views.

He often states that he is well aware that there isn't one specific approach that is always the right one for every child. He uses this method with the intentions of lifting his patient's spirits trying to remind them of happiness that can often leave them while in hospitals. Tony's training focus is in assessing and treating children with closed head injuries, brain tumors, cerebral palsy, and various other neurosurgical ailments. His educational background includes a Masters in Clinic Health Sciences with a focus on physician assistant studies from University of Washington in Seattle, Washington, a Masters in Public Health in Global Health and Epidemiology from Loma Linda University, and a B.S. in Neuroscience from University of California Riverside.

He is happily married to his lovely wife, LaVeta, and a father to his two beautiful daughters, Chloe and Zoe.



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CELEBRITY AUTOGRAPHS



Kate Linder

The Young and the Restless



Madison Taylor Baez

America's Got Talent
Selena, the Series



Pyper Braun

Country Comfort
Nickelodeon's Erin & Aaron



Michelle Krusiec

Saving Face, Hawaii Five-0, Tiger Mom
Travelers on the Discovery Channel



Luke Santamaria

Professional Boxer, Welter Weight
WBC Ranked Top 15 in the World



Yoshi Vu

3D artist on The Mandalorian
Star Wars: The Rise of Skywalker



Jim "Poorman" Trenton

The Morning Rush
KOCI 101.5 FM



Scott Klopfenstein

Musician, Reel Big Fish



Michael David

KWAVE 107.9 On Air Host



Mark Sanchez

Radio Suerte On Air Host
aka Sancho Loco

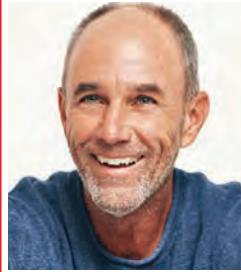
Don't miss the scheduled autograph session on Saturday at 12:30pm following the parade. Check the map on page 3 for the location.

CELEBRITY AUTOGRAPHS



Nikki SooHoo

Stick It
The Lovely Bones



Jamie McShane

Netflix series WEDNESDAY
Argo, Bloodline



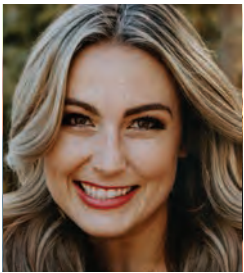
Pam Kashani

Original Rapunzel in Into the Woods
Star Trek, Next Generation



Tim Kashani

Producer, Writer, Back To Me
Mélange, Emma



Bree Johnston

Miss Garden Grove 2012
Miss California 2015



Leah Cecil

Miss Garden Grove 2011
Miss California 2012



Jennifer Jones Lee

KFI News Anchor
Wake Up Call



William Hung

American Idol
Motivational Speaker



Victor Mendez

Radio Suerte On Air Host
Crusade of the Penny



Maria Viera

Latina Food Content Creator
@yumyumfeast

Don't miss the scheduled autograph session on Saturday at 12:30pm following the parade. Check the map on page 3 for the location.



Recycle YOUR Organics



Garden Grove residents in single-family homes are encouraged to recycle their food scraps, food-soiled paper, and yard waste in their brown organics cart.

Learn how to recycle your organics at ggcity.org/organics.



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President's Message



Welcome to the 63rd Annual Garden Grove Strawberry Festival! I am honored to serve as this year's Festival President and happy to welcome you all to be part of this year's festival; where memories are made, while helping the community!

This year we are pleased to welcome Vera Jimenez, KTLA's very own Meteorologist, former Garden Grove Resident, and GGUSD Graduate, as the 2023 Celebrity Grand Marshal. Vera's impressive work has earned her four Emmys, three Golden Mikes, and three Golden Pylons.

Joining Vera as the Theme Grand Marshal will be PA, Tony Adkins, "The Dancing Doctor", who provides KINDNESS, empathy, and dances with his little patients. His unique approach sparks happiness, and a little rhythm, as his patients face a multitude of health issues. Tony is a true Kindness Ambassador.

This year's theme is Celebrating Kindness and I'm pleased to announce that the parade will be dedicated to the late and beloved Ric Lerma, a lifelong Garden Grove resident and business owner, who personified Kindness in every aspect of his life.

This year, we will be honoring Kindness Ambassadors, individuals who have been nominated by the community for performing significant Acts of Kindness, in and around the Garden Grove community.

Be sure to visit the food booths, operated by local non-profit groups, who work tirelessly all weekend to raise much-needed funds for their causes! You can find the list of groups and the food they sell in this guide. I also want to thank our sponsors for supporting our efforts, especially LA's Very Own, KTLA 5, our Official Media Sponsor!

Lastly, I want to personally thank YOU for supporting our festival because every dollar spent helps us give back to the Garden Grove Community!

Scan the QR Code to visit our website to see all of our sponsors, the schedule of events, including our Friday night Opening Ceremony with FREE Cake, the Saturday parade, contests, LIVE concerts in the Garden Amp, food, vendors, and much more!

Let the fun and memory-making begin!

Andrea Perez, President
Garden Grove Strawberry Festival



CONTESTS

Tiny Tots King and Queen Contest (Friday, May 26th): The Garden Grove Strawberry Festival Association is searching for the 2023 Strawberry Festival Tiny Tot King and Queen. Winning royalty will ride in the Saturday Parade.

Open to ages 3 - 6 years old.

Sign-Up online beginning May 1st or at the festival from 3:00 pm - 3:55 pm

Judging Time: 4:00 pm. Participants must be available the next day (5/27) to ride in the parade.



Design-A-Float Contest (Saturday, May 27th)

Grab a shoe-box, to use as your base, glue and scissors, then use whatever fun materials you have (recycled materials, stickers, glitter, construction paper, the list is endless) and let your imagination run wild as you create a mini Strawberry Festival Float that reflects the theme of Celebrating Kindness. Floats must be completed at home and brought to the Festival for judging.

Sign-Up online beginning May 1st or at the Garden Amp from 2:00 pm - 2:55 pm

Judging Time: 3:00 pm.

Age categories 5 - 8 years old and 9 - 12 years old.

Berry, Berry Beautiful Baby Contest (Sunday, May 28th):

Is your baby Berry, Berry Beautiful? Share their cuteness with the judges and the audience at the Garden Amp.

Sign-Up online beginning May 1st or at the Garden Amp from

10:00 am - 10:55 am. Judging starts at 11:00 am.

Participants will be judged in 4 age groups: 3 - 6 months, 7 - 11 months, 12 - 23 Months, 2 - 3 years.

Winners will be chosen for the following in each age category:

Best Eyes, Best Strawberry Outfit, and Best Smile.



Redhead Roundup Contest (Monday, May 29th):

Are you, your child, or someone you know a knockout Redhead? If so, it's time to get some well-deserved FAME for the MANE. This contest is for ALL ages from infant on up.

Sign-Up online beginning May 1st or at the Garden Amp from 10:00 am - 10:55 am.

Judging starts at 11:00 am

Categories include: *Baby Redhead – Infant - One Year • Toddler Redhead – 1-4 Years*

Cutest Redhead – 5 - 12 Years • Teen Redhead – 13 - 19 Years

Prettiest Redhead – 20 - 30 Years • Classy Redhead – Over 30 Years

Redhead With The Most Freckles • Strawberry Blonde.

Brick-Build Contest (Monday, May 29th):

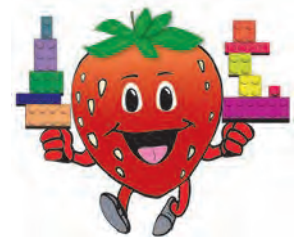
Put your LEGO®, DUPLO®, or other plastic brick building skills on display.

Sign-Up online beginning May 1st or at the Garden Amp from 12:30 pm - 1:25 pm.

Participants will be judged in 3 age categories:

5 - 11 years at 1:30 pm, 12 - 17 years at 2:30 pm, 18 and up at 3:30 pm .

Participants must bring their own LEGO® or DUPLO® or plastic bricks. There will be no time to create/ build during the contest. **All builds must be completed to enter this contest.** Disclaimer: LEGO and DUPLO are trademarks and do not sponsor, authorize, or endorse this event.



Sign up online at strawberryfestival.org/contests beginning May 1st 2023.

Please be prompt to all contests. Unfortunately, late arrivals will not be able to participate.

All contests will be held at the Garden Amp.



About the Non-profit Food Vendors

Greater Garden Grove Kiwanis Club *Funnel Cakes with Strawberry Glaze, Powdered Sugar, Cinnamon Toppings. Bottled Water*

Rancho Alamitos HS Music Booster

Tri Tip Sandwiches, Chips, Bottled water and Sodas

Garden Grove HS Baseball Booster

Carne Asada Tacos, Chicken Tacos, Bottled Water and Sodas

Kiwanis Club of Garden Grove

Corn On the Cob with Condiments, Bottled Water

Garden Grove Host Lions Club *Hot Dogs, Chili Dogs, Chili,*

Chilitos - Chili with Fritos, Pepsi, Sierra Mist and Bottled Water

Garden Grove HS Instrument Booster *Strawberry Smoothies, Strawberry Cheesecake Slices, Strawberry Banana Smoothies. Bottled Water & Sodas*

Assistance League of Garden Grove

Nachos With Nacho Cheese, Chili, Sour Cream, Jalapeños, And Olives. Bottled Water.

Boys & Girls Club of Garden Grove

Italian Ice, Strawberry Lemonade and Bottled Water

Garden Grove Emblem Club #279

Hamburgers, Cheeseburgers, Cheese Quesadillas, Bottled Water and Sodas

Job's Daughters *Strawberry Shortcake, Strawberry Sundae,*

Strawberry Supreme, Bowl of Berries And Bowl Of Ice Cream

Nothing Mag - Garden Amp *Fried chicken/strips and fries,*

Variations of Strawberry Agua Frescas and Strawberry bread

Strawberry Festival History

In 1958, the Garden Grove Chamber of Commerce organized the first Garden Grove Strawberry Festival to bring together the east and west sides of Garden Grove. Resident Tom Hoxie, a public relations professional, suggested a festival to celebrate the area's then-prolific strawberry fields. That first festival, held on a vacant lot in the Brookhurst Triangle, bordered by Garden Grove Blvd., Brookhurst St., and Brookhurst Way, was a smashing success.

The following year, when the Chamber decided not to hold a strawberry festival, a group of citizens formed the Garden Grove Strawberry Festival Association and moved the festival to Garden Grove Park where there was more parking. Years later, the festival location changed to the Village Green Park, its current location.

Many people believe that the City produces the Festival. It is actually produced and run by a group of dedicated volunteers that make up the Garden Grove Strawberry Festival Association. The festival has always been a charitable event supporting local non-profit organizations. Over the past 62 years, the Association has donated over \$7 million dollars to hundreds of non-profit organizations. Charities such as Kiwanisland, The GG Lions Club, Ronald McDonald House, homeless and abuse shelters, and children's non-profits have benefited over the years. Also, the Association awards scholarships annually to GGUSD Seniors and provides approximately 2,000 special needs children with a day dedicated to their delight.

Garden Grove Service clubs are the only groups allowed to sell food and run multiple game booths at the festival. The four-day event allows each group to raise needed funds for their organizations, often enough to fund all their causes for the year. To learn more about the festival's rich history, visit www.strawberryfestival.org/history



VERA JIMENEZ

KTLA 5
LA's Very Own

KTLA salutes the Garden Grove Strawberry Festival which has been a favorite of residents and visitors for over 60 years and celebrates the city's rich agricultural heritage.

Garden Grove is also the hometown to our very own Vera Jimenez who is proud to be this year's Grand Marshall.

Thank you Vera, for being a part of our KTLA family.

2022-2023 Garden Grove Strawberry Festival Association

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Director

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Social Media/PR

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Director

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Kudos for Kindness - Our 2023 Kindness Ambassadors

Charles Antis – Representing “California Love Drop”. As of today, the California Love Drop has delivered over 11,000 meals at 61 different locations. The plan is to keep the positive momentum going and continue to applaud the courage of our frontline heroes.

Renee Lutz has been a 15 year volunteer with the Trauma Intervention Program of Orange County. She selflessly devotes over 40 hours a month to being on scene with first responders to assist victims and survivors on their worst days.

Mike Maher took the initiative to help the disabled in our City by starting a Disabled Region 59 Soccer Program, now he is helping run a Baseball program for the disabled. He also secured a large donation from the local Kiwanis Club to help with the disabled Soccer group.

Julie Driscoll Mayrhofer always greets others with sweetness and kindness. To be kind, everyday, with noble intention and little credit, doing it under the radar, is the sign of a truly kind person. Julie was always a volunteer, room mom, you name it.

Al Cisneros feeds thousands of people each Thanksgiving and Christmas at his restaurant for free. He has Santa and Mrs Claus there along with his grandkids as their elves. He gives Christmas gifts to children in need. During the pandemic he fed over 40,000 meals to first responders and essential workers.

Kathy Worthen is also a volunteer with TIP, and she too is an exemplary individual. She is very involved in GG community events, and is always giving her time to lend an ear, a hug to a stranger, cheer to fire houses, police stations, hospitals and senior centers.

Debra and Brad Thompson - Debra donated one of her kidneys to her best friend who was in kidney failure and needed a new kidney. She made the ultimate sacrifice of kindness! Years later, her husband, Brad, ended up donating one of his kidneys to her best friends husband... yes the same best friend that Debra donated to.

Colleen Arnett brings joy and kindness to Garden Grove in so many ways. She is on the GG High School reunion and picnic committees. She always has time to care for her elderly mother and elderly relatives of other GG friends. She finds time to crochet a new baby blanket for many of Garden Grove's new additions!

Officer Adam Zmija & K-9 Heart - Officer Derek Link & K9 Nellie - Officer Patrick Julianne & K9 Misha

K-9's Misha, Nellie and Heart are support K9s for GGUSD. They, along with their handlers Officers Julianne, Link and Zmija, provide social emotional support for students dealing with trauma or tragedy, as well as anxiety or behaviors. The dogs have a positive impact on everyone they meet in the GG community. They truly are a wonderful addition to the school district and Police Department.

NOT SO SECRET SECRET DRINK

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STRAWBERRY HIBISCUS x SUNSET PASSION

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2023 Strawberry Festival Scholarship Recipients



Garden Grove High School

Elizabeth Bravo

Santa Ana College

Physics

Astronomy/Astrophysics



Pacifica High School

Mina Doxey

Chapman University or UCLA

African American Studies

Asian American Studies



Rancho Alamitos High School

Olivia Van Winkle

Cal State University Long Beach

Liberal Studies

Educational Leadership



Los Amigos High School

Nicole Robles

U.C. Merced

Liberal Studies

Teaching



Bolsa Grande High School

Tinka Le

UCLA

Sociology

Human Resources



Hare High School

Jeime Arroyo

Fullerton Community College

Esthetician

Medical Technician



La Quinta High School

Sunny Sananikone

UC Davis

Engineering



Santiago High School

Sarai Rayo

Cal State University Long Beach

Business Administration

Human Development

**On behalf of the
Garden Grove Strawberry
Festival Association
Board of Directors,
we would like to say**

THANK YOU

**to the
Garden Grove
Police Department
for helping to keep the
Festival a safe and fun
event for all ages.
We appreciate you!**

In Memory of Ric Lerma

The Garden Grove Strawberry Festival Association is dedicating the 2023 Strawberry Festival Parade to the memory of the late Ric Lerma.

Ric was a well-known, beloved figure around Garden Grove. He was a devoted volunteer who was determined and committed to giving back to the community, which he called his home since 1966.

Over the years, Ric has been honored for his commitment to the community. He served on numerous committees and the boards of many organizations, including our Festival Association board.

In 2017, Ric was honored by the Cypress Americana Foundation as Man of the Year. In 2021, he was selected as Garden Grove's Man of the Year, and in 2023, he received the Lions International - Melvin Jones Award.

Ric was a devoted Catholic and actively involved at his church, St. Columban, where he served an unprecedented eight years on the Parish Council, held the position of School Board President, and was a 4th Degree Knight of Columbus.

A resolute and loving man, Ric adored his wife, Susie, their children, and grandchildren; he entertained with his quick wit and humor, his ability to tell a joke and talk about any current event.

As we celebrate kindness during this year's festival, we remember and celebrate this gentle soul, who was known in the Garden Grove community for his kind and loving ways.



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