

# GARDEN GROVE STRAWBERRY FESTIVAL ASSOCIATION

Since 1958

P.O. Box 2287  
Garden Grove, CA. 92842

501(c)3 Public Charity  
Tax ID # 95-2504195

## Media Contact

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**FOR IMMEDIATE RELEASE**

## **CELEBRITY GRAND MARSHALS ANNOUNCED:**

**THE BROTHERS OF WAHOO'S FISH TACO**

**SERVING OUR 64TH ANNUAL GARDEN GROVE STRAWBERRY FESTIVAL,  
TO BE HELD ON MEMORIAL DAY WEEKEND, MAY 24 - 27, 2024 IN GARDEN  
GROVE, CA.**

***Garden Grove Strawberry Festival Association Unveils Dynamic Celebrity Grand Marshals for  
2024 Parade and 2024 Sponsorship Opportunities.***

**GARDEN GROVE, CALIFORNIA – FEBRUARY 20, 2024:** The Garden Grove Strawberry Festival Association today announced Wing Lam and Ed Lee, the infamous team of brothers and co-owners of Wahoo's Fish Taco, will serve as the 2024 Celebrity Grand Marshal(s) for the Garden Grove Strawberry Festival Parade, held during Memorial Day Weekend, May 24 – 27, 2024 in Garden Grove, CA.

The Garden Grove Strawberry Festival Association is thrilled to announce that the distinguished trio, Wing Lam and Ed Lee, renowned as the visionary brothers and proprietors behind the popular Wahoo's Fish Taco, will take center stage as the Celebrity Grand Marshals for the highly anticipated 64<sup>th</sup> Annual 2024 Garden Grove Strawberry Festival Parade. With an impressive legacy of success in the culinary world and an unwavering commitment to community engagement + philanthropy, Wing Lam and Ed Lee, epitomize the spirit of innovation and dedication that aligns seamlessly with the values of the Garden Grove Strawberry Festival.

Scheduled to unfold during the Memorial Day Weekend from May 24 to 27, 2024, the Garden Grove Strawberry Festival Parade promises to be a spectacular celebration of tradition, community, and the vibrant spirit that defines Garden Grove, CA.



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The Garden Grove Strawberry Festival Association invites the community to come together and celebrate the spirit of unity, diversity, and the rich heritage of Garden Grove during this Memorial Day Weekend extravaganza. This year, the festival proudly embraces the theme, "CELEBRATING OUR HOMETOWN," a heartfelt tribute to the rich tapestry of culture, community, and cherished memories that make Garden Grove a unique and special place for residents and visitors alike.

As Celebrity Grand Marshals, the Wahoo's brothers will lead the parade through the heart of Garden Grove, bringing their infectious energy, passion for community, and a touch of the extraordinary to this year's festivities.

"We are honored to have Wing Lam and Ed Lee join us as the Celebrity Grand Marshals for the 2024 Garden Grove Strawberry Festival Parade. Their entrepreneurial spirit, commitment to community, and the success of Wahoo's Fish Taco make them an ideal representation of the values we hold dear. We've grown up on their fish tacos, becoming an interictal part of so many Southern California hometown memories," said Mark Mahoney, President of the Garden Grove Strawberry Festival Association.

"I am honored to be asked, along with my brother, to be celebrity grand marshals of the Garden Grove Strawberry Festival Parade on Memorial Day weekend. In its 64th year, this festival has provided my family and community many years of memories, and we look forward to creating many more." said Ed Lee, Co-owner of Wahoo's Fish Taco.

"I am honored to be asked along with my brother to be celebrity grand marshals of the Garden Grove Strawberry Festival. It's a delightful celebration that brings together community spirit and the sweetness of life. We look forward to joining the festivities and creating cherished memories with all 3000,000 who attend," said Wing Lam, Co-owner Wahoo's Fish Taco.

"We are excited about the announcement of the Wahoo's Brothers participating in this year's festival. Our event is structured to bring families and community together. They perfectly amplify both," said Andrea Perez, Immediate Past President, and Director of Community Services of the Garden Grove Strawberry Festival Association.

**Mark your calendar for the 64th Annual Garden Grove Strawberry Festival, to be held Friday through Monday, May 24 – 27, 2024 on the Village Green, located at Euclid Street and Main Street in Garden Grove, CA.**



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To learn more about the 2024 Garden Grove Strawberry Festival and Parade (including its celebrities, parade, performances, and contests), contact:

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Instagram: <https://www.instagram.com/strawberry.festival/>

[#ggstrawberryfest24](https://www.instagram.com/strawberry.festival/) [#celebratingGG#](https://www.instagram.com/strawberry.festival/)

## **About The Garden Grove Strawberry Festival:**

The Garden Grove Strawberry Festival is a FREE annual event produced by the Garden Grove Strawberry Festival Association, a dedicated volunteer group, which has raised more than \$7 million for various charities since its inception in 1958.

The festival's mission and goal is to give back to the community serving Garden Grove citizens by donating to nonprofit organizations which provide services for children, seniors, youth, the community, and which support the arts.

Now, 64 years later, the annual Strawberry Festival, held on the Village Green at Euclid Street and Main Street in Garden Grove, CA on Memorial Day Weekend, features a free Strawberry Shortcake Grand Opening Ceremony, Free Music and Shows in the Garden Amp Amphitheater and on the Showmobile, a Free Parade filled with Celebrities, Civic Leaders, Garden Grove Organizations, a VIP Pancake Breakfast, Meet and Greet Celebrity Autograph Signings, Food Vendors, Carnival Rides and Games, and Fun Contests with Prizes, including Berry, Berry Beautiful Baby Contest, Tiny Tots King and Queen Contest, the Redhead Roundup Contest and more. The festival's mission and goal is to give back to the community serving Garden Grove citizens by donating to nonprofit organizations which provide services for children, seniors, youth, the community, and which support the arts.

## **About The Wahoo's Brothers:**

The Brothers co-founded Wahoo's Fish Taco with a vision that extended far beyond serving delicious food. Their commitment to the community has been a driving force behind the success of Wahoo's. From the outset, the trio understood the importance of giving back to the neighborhoods they served. Whether through sponsoring local events, supporting youth sports teams, or participating in charitable initiatives, Ed Lee, Mingo Lee, and Wing Lam have ingrained a sense of community engagement into the fabric of Wahoo's. Their dedication to social responsibility is not just a business strategy; it reflects a genuine desire to make a positive impact on the lives of those around them. Through Wahoo's, these founders have created more than a culinary haven; they have fostered a sense of belonging and connection, embodying the spirit of community in every aspect of their business.



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## **About Wahoo's Fish Taco:**

Founded by Chinese-Brazilian brothers Wing Lam, Ed Lee and Mingo Lee, Wahoo's Fish Taco, a community mainstay, and worldwide pop culture phenomenon, has been serving up its eclectic Mexican-Brazilian-Asian menu since 1988. Celebrated for its fresh food, pro-athlete and celebrity support and charity involvement, Wahoo's is recognized across the country for its sticker-covered walls. Wahoo's has 60 locations across the U.S. and Japan. Wahoo's mission is to nourish their communities with food and experiences while participating in charitable initiatives focused on ending hunger, caring for the environment and educational opportunities for children. To learn more, visit [wahoos.com](http://wahoos.com) and follow us on [Facebook](#), [Twitter](#) and [Instagram](#) @WahoosFishTaco.



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