

# 65<sup>th</sup> ANNUAL GARDEN GROVE STRAWBERRY FESTIVAL

Established in 1958  
Tax ID # 95-2504195



May 23-26, 2025

**65 YEARS**  
OF SUPPORTING OUR COMMUNITY  
THROUGH GRANTS, SCHOLARSHIPS  
AND MORE

## FOR IMMEDIATE RELEASE

## GARDEN GROVE STRAWBERRY FESTIVAL ASSOCIATION ANNOUNCES 2025 FESTIVAL THEME AND GRAND MARSHALS

### GARDEN GROVE, CALIFORNIA – MARCH 27, 2025

The Garden Grove Strawberry Festival Association (GGSFA) is excited to announce the theme for the 65th Annual Garden Grove Strawberry Festival: "**Celebrating Cultural Diversity.**" This cherished community tradition will take place over Memorial Day Weekend, from **May 23 – 26, 2025**, in Garden Grove, CA.

GGSFA President **Tony Lopez**, alongside his associate **Eric Skillman**, expressed enthusiasm for this year's theme, which honors the city's rich cultural heritage. "The Garden Grove Strawberry Festival has always been a celebration of community, and this year, we are highlighting the diversity that makes our city so special," said Lopez.

### Honoring Our Grand Marshals

GGSFA is honored to welcome two distinguished individuals as Grand Marshals for the 2025 Festival:

- **Kate Linder** – The 2025 **Celebrity Grand Marshal**, beloved actress best known for her long-running role as Esther Valentine on *The Young and the Restless* and an advocate for numerous charitable causes.
- **Sylvia Mendez** – The 2025 **Theme Grand Marshal**, a civil rights icon whose landmark case, *Mendez v. Westminster*, helped pave the way for desegregation in American schools.

"We are thrilled to have Kate Linder and Sylvia Mendez join us in leading the parade and festivities this year," said Lopez. "Their contributions to entertainment and civil rights exemplify the spirit of unity and excellence that our festival celebrates."

### A Celebration of Culture and Community

The 65th Annual Garden Grove Strawberry Festival promises an exciting lineup of events, including:

- **Opening Ceremony with FREE Strawberry Shortcake**

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- Parade featuring celebrities, sports stars, local organizations, high school bands, community leaders and so much more
- FREE concerts and entertainment at Garden Amp Amphitheater and Strawberry Stage
- Carnival rides, games, and family-friendly entertainment
- Saturday Celebrity Breakfast
- Celebrity Autograph Signings
- Family fun contests such as the Berry Beautiful Baby Contest, Tiny Tots King & Queen Contest, Redhead Roundup, Fashion Frenzy and Jamtastic Art
- Featured Strawberry food items, with many new additions this year

As always, admission to the festival is **FREE**, and proceeds from the event will support local nonprofit organizations serving children, seniors, and the arts in Garden Grove.

## Join Us for This Unforgettable Event!

Mark your calendars and bring your family and friends to experience the 65th Annual Garden Grove Strawberry Festival from **May 23 – 26, 2025**, at the Village Green, located at Euclid Street and Main Street in Garden Grove, CA.

For sponsorship opportunities and more information about this year's festival, please contact:

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Stay connected:

**Facebook:** [facebook.com/StrawberryFestivalGardenGrove](https://facebook.com/StrawberryFestivalGardenGrove)

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**Instagram:** [instagram.com/strawberry.festival](https://instagram.com/strawberry.festival)

**Hashtags:** #GGStrawberryFest #CelebratingGG #ggstrawberrymascot

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## About the Garden Grove Strawberry Festival

The Garden Grove Strawberry Festival is an annual, free community event produced by a dedicated group of volunteers. Since its founding in 1958, the festival has raised over **\$7 million** for local charities. The festival's mission is to give back to the Garden Grove community by supporting nonprofit organizations focused on children, seniors, youth, and the arts.

## About Kate Linder

Kate Linder is a celebrated actress best known for her decades-long role on *The Young and the Restless*. In addition to her career in entertainment, she is an advocate for ALS research, the Make-A-Wish Foundation, and the March of Dimes Canada's Conductive Education Program. Linder was honored with a **star on the Hollywood Walk of Fame** in 2008 for her contributions to television. Kate has participated as a celebrity guest in our Garden Grove Strawberry Festival Parade for over 20 years!

## About Sylvia Mendez

Sylvia Mendez is a civil rights activist and retired nurse whose efforts in the *Mendez v. Westminster* case led to the desegregation of California schools in 1946, paving the way for the broader civil rights movement. She was awarded the **Presidential Medal of Freedom** in 2011 and was recently inducted into the **Orange County Hall of Fame** in 2024.

Join us as we celebrate **65 years of tradition, culture, and community at the Garden Grove Strawberry Festival!**

To learn more and for updates on this year's Festival, please visit [www.strawberryfestival.org](http://www.strawberryfestival.org)

