

66th ANNUAL GARDEN GROVE STRAWBERRY FESTIVAL

Established in 1958
Tax ID # 95-2504195



May 22-25, 2026

66 YEARS
OF SUPPORTING OUR COMMUNITY
THROUGH GRANTS, SCHOLARSHIPS
AND MORE

Steve Sanders, President of the Garden Grove Strawberry Festival Association, announces "Celebrating Our Nation's 250th Anniversary" as Theme of the 66th Annual Garden Grove Strawberry Festival.

Festival to Take Place Memorial Day Weekend, May 22–25, 2026 in Garden Grove, CA

Garden Grove, CA (January 8, 2026) — Steve Sanders, newly elected President of the Garden Grove Strawberry Festival Association (GGSFA) announced the theme of the **66th Annual Garden Grove Strawberry Festival will be "Celebrating Our Nation's 250th Anniversary."** The beloved community event returns Memorial Day Weekend, **May 22–25, 2026**, at Village Green Park in Garden Grove, CA.

Sanders shared, *"Our theme this year celebrates the heart of our nation; its history, its people, and the vibrant cultures that define us. As we recognize our country's 250th year, we're proud to honor the shared heritage that brings our community together."*

2026 Garden Grove Strawberry Festival Association Board of Directors, a 501(c)(3) nonprofit.

Officers

- Steve Sanders, President/Rides & Grounds
- Tony Lopez, Immediate Past President / Non-Profit Food Booths
- George Skelton, Treasurer
- Rachelle Gillerman, Secretary / Opening Ceremony / Cake Cutting

Directors & Associates

- Ben Santos, President Elect / Environmental (Grounds / Sanitation)
- Andrea Perez, Community Relations / PR
- Pat Catlin, Tents & Electrical
- Dr. Dawn Miller, Special Children's Day
- Fred Ramirez, Office

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Directors & Associates (cont.)

- Debbie Mahoney, Scholarships
- Sherri Larson, VIP Breakfast
- Sue Catlin, VIP Lunch
- Jeff Sanders, Parade
- Bill Gutaskus, Rentals / Carts / ATMs
- Patti Catlin, Commercial Vendor Booths
- Josh Lindsay, Musical Acts
- Scott Weimer, Parking / Fencing
- Marilyn Tortolano, Insurance
- Denise Webster, Contests
- Leeann Dotson, Volunteers

Additional Key Roles

- Janet Pelayo, City Liaison, Garden Grove Community Services Department
- Wendy Ellis, PR & Marketing, Ellis Island Entertainment
- Lisa Taylor, Insurance Representative
- David Smithson, Festival Photographer & Graphic Artist

A Beloved Tradition Returns

Mark your calendars and bring your family and friends to experience the 66th Annual Garden Grove Strawberry Festival from May 22 – 25, 2026, at the Village Green, located at Euclid Street and Main Street in Garden Grove, CA.

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.

Sanders added, *"We're thrilled to host the Garden Grove Strawberry Festival again this May. This event brings our community and visitors together to celebrate a beloved tradition, and this year we're especially proud to honor our nation's 250th anniversary, an incredible milestone for all of us."*

The Garden Grove Strawberry Festival Association is a registered non-profit 501(c)3 organization

All donations and sponsorships are tax deductible, as allowed by law.

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For more than 65 years, the Garden Grove Strawberry Festival has honored the city's agricultural roots and its iconic strawberry fields. The festival features strawberry-themed foods, family-friendly entertainment, carnival rides, live music, vendors, contests, and the beloved Opening Ceremony with free Strawberry Cake!

A highlight of the weekend, the Strawberry Festival Parade, will take place on Saturday, May 23. The parade will feature celebrities, elected officials, marching bands, sports figures, and more as it travels through the streets of Garden Grove.

Event Details

- **Dates:** May 22–25, 2026
- **Location:** Village Green Park, Euclid & Main Street, Garden Grove, CA 92840
- **Admission:** FREE and open to the public
- **Sponsorship opportunities for 2026 are now open.** Be a part of our history!

Save the Date! The 66th Annual Garden Grove Strawberry Festival returns May 22–25, 2026 on the Village Green at Euclid Street and Main Street in Garden Grove, CA.

Additional details including the **2026 Celebrity Grand Marshal** and **2026 Theme Grand Marshal** will be announced in the coming weeks.

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

Wendy Ellis GGSF PR & Marketing Email: wendy@ellislandent.com Phone: 612-743-4515

About the Garden Grove Strawberry Festival The Garden Grove Strawberry Festival is a free annual event hosted by the Garden Grove Strawberry Festival Association, a 501(c)(3) nonprofit. Since 1958, the Association has donated over \$7.5 million to local charities supporting children, seniors, youth, and the arts. Held every Memorial Day weekend, the festival features a Grand Opening Ceremony with FREE strawberry cake, live entertainment, a celebrity parade, VIP breakfast, autograph signings, food vendors, carnival rides, and beloved contests like the Berry Beautiful Baby Contest, Tiny Tots King & Queen, and the Redhead Roundup.

Learn More & Connect

Website: www.strawberryfestival.org

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

X: [@GGStrawberryFest](https://twitter.com/GGStrawberryFest)

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

LinkedIn: Garden Grove Strawberry Festival Association

Sponsorship Opportunities: [GG Strawberry Festival Sponsorship and Advertising Opportunities](#)

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