



Garden Grove Strawberry Festival Association

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HIGH RESOLUTION PHOTO DOWNLOADS ARE AVAILABLE at

<http://strawberryfestival.org/pressroom.htm>



EVENT DATES: MAY 25-28, 2012

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 54th ANNUAL GARDEN GROVE STRAWBERRY FESTIVAL RAISES FUNDS FOR LOCAL CHARITIES

GARDEN GROVE, CA (January 10, 2012) -- The 54th Annual Garden Grove Strawberry Festival is a non-profit organization dedicated to raising funds for the community. This year 13 charities received a combined total of over \$121,000.00 from 2011 profits. Scholarships to local school students are also awarded. The Garden Grove Strawberry Festival Association has raised more than \$6 million for local charities since its inception in 1958. In addition, charities are permitted to sell food at the event to raise money for their organizations. The festival also treats over 2,000 special needs kids to a day of free rides and food.

The festival will be held Memorial Day Weekend Friday, May 25th through Monday, May 28th, 2012. 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. This year's theme is **Honoring First Responders**. Admission is free. Special wristbands for one price to ride all day will be offered for all festival days at \$25 per wristband on Friday and \$30 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 250,000.

Highlights of the event includes 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 is an 8:30 a.m. **VIP celebrity breakfast** at the Garden Grove Community Center, with proceeds going to We Give Thanks, followed by a **parade** which starts at 10 a.m. with floats, bands, equestrians and characters such as Knott's Berry Farm's **Snoopy**. Many film and TV celebrities and outstanding first responders 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 comes from local businesses and media, most of whom renew annually. Last year's prime sponsors were Volkswagen of Garden Grove and Time Warner Cable. Media sponsors included the Garden Grove Journal, Korea Times, Farandula USA, Miniondas, Nguoi Viet Daily News, OC Weekly and Parenting OC. In addition, nine radio stations sponsored and were represented at the festival: KDAY, KLYY, KSSE, KOST, 103.4myFM, KSWB thesoundLA, KWIZ, KWVE, and W Radio 690.

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