



Garden Grove Strawberry Festival Association

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MEDIA ALERT

52nd ANNUAL GARDEN GROVE STRAWBERRY FESTIVAL SPECIAL KIDS DAY

2,000 Special Needs Kids Enjoy Day of Free Fun & Food

(PLEASE, NO ADVANCE COVERAGE! DAY-OF COVERAGE ONLY, SINCE THIS EVENT IS NOT OPEN TO THE PUBLIC AND WE WANT TO PREVENT CRASHERS.)

WHAT: The Strawberry Festival, a tradition since 1958, will host its annual Special Kids Day, opening its event one day early to over 2,000 mentally and physically challenged children for a day of FREE rides, food, fun, stuffed animals and entertainment!

WHO: More than 2,000 special needs children bussed in from Garden Grove and surrounding communities will share in a special day just for them. Time-Warner's Road Runner character will also be on hand to charm the children. This event is chaired by Garden Grove Strawberry Festival board director Dawn Miller.

WHEN: Thursday, May 27, 2010 from 10:00 a.m. to 1:00 p.m.

WHERE: The Village Green, Garden Grove, California
12862 Euclid Avenue (Exit Euclid/Garden Grove Freeway)

2010 FESTIVAL DATES: Friday, May 28 through Monday, May 31, 2010.

OVERVIEW OF EVENT: The Festival is held annually over Memorial Day weekend. Admission is free. It's the **second largest city festival in the Western United States**, held at the Village Green between Main Street and Euclid Avenue in downtown Garden Grove. Annual attendance is over 250,000 people. The festival features **44 new, big carnival rides**, contests, food booths, games, autograph signings, and live musical entertainment, plus **over 100 vendor booths** and lots of delicious strawberry treats. Friday at 6:00 p.m. is the cutting of the **world's largest strawberry shortcake** which is served free to over 1,000 people. **Five contests** include the Berry, Berry Beautiful Baby Contest, Redhead Roundup, Strawberry Idol Karaoke, and Tiny Tots King and Queen. Contestants can sign up before each event. They draw hundreds to the festival's 550-seat amphitheater every year. In honor of the 2010 theme, there's a new contest: the Strawberry Jammin' Talent Contest whose grand prize winner will ride in the **Saturday parade** at 10:00 a.m. along with Grand Marshal Roger Williams, 12 film and TV celebrities, bands, floats, equestrians and clowns. For more information visit: www.strawberryfestival.org.