



## Press Release

For Immediate Release

April 29, 2024

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### 35th Annual Santa Maria Valley Strawberry Festival was a Sweet Success!

The 35th Annual Santa Maria Valley Strawberry Festival got off to a windy start on Friday at the Santa Maria Fairpark. However, thousands of families were welcomed on Saturday and Sunday as the sun came out and warmed up the event.

The Santa Maria Fairpark team worked hard this year to blend tradition and fresh new concepts to the Santa Maria Valley Strawberry Festival. Some traditional sites at this year's festival were strawberry tasting, strawberry dessert eating contest, and local strawberry growers selling fresh picked strawberries. New to the event was the Plaza de Fresas, a colorful area which quickly became the heart of the festival with lively entertainment all day and rounding out the evenings with DJ Ewrek and a dance party.

Paul Maurer Shows & Carnival brought over 40 exciting games and carnival rides to thrill festival goers of all ages all weekend long. The community also enjoyed 100 food and commercial vendors, as well as music and dancing on the Plaza de Fresas Stage.

Mayor Alice Patino joined the fun by dropping the festival's first ever Strawberry Pinata! The pinata was filled with candy, festival admission tickets, and Jaripeo Baile tickets for the Sunday Fiesta!

Sundays' Fiesta Day brought us a tradition with a twist! The Jaripeo Baile saw a new fresh new layout, and for the first time in Strawberry Festival history we had Dancing Horses! The Jaripeo Baile was presented by MMG Concerts and LaRaza 102.1 FM.

The Santa Maria Fairpark is pleased with the overall success of the event and is looking forward to hosting the Santa Barbara County Fair from July 10-14, 2024.

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### Celebrating our #1 Commodity - The Strawberry!

The Santa Maria Valley Strawberry Festival was presented by the Santa Maria Fairpark, home of the 37th District Agricultural Association.

This annual event is a celebration of the 37th District Agricultural Association's #1 Commodity - The Strawberry!





Strawberries for the Daily Strawberry Eating Contest were donated by California Giant.

Strawberries for the Daily Strawberry Tasting were donated by Little Pete's Farms and Sun Life Farms, and California Giant.



Strawberry Sweet Potato Fries from Fun Fried Foods.

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