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## FOR IMMEDIATE RELEASE

### Plans in progress to rebrand Arroyo Grande's Strawberry Festival as a local event for Memorial Day weekend

ARROYO GRANDE — A grassroots effort led by Village of Arroyo Grande merchants—in partnership with South County Chambers of Commerce—is leading to a big change for the Arroyo Grande Strawberry Festival, which celebrated its 37<sup>th</sup> year in 2019.

After the recent dissolution of the Arroyo Grande Village Improvement Association (AGVIA), the nonprofit group that organizes Village events and fundraisers, a committee formed under the direction of the South County Chambers of Commerce to help Village merchants continue the work started by the AGVIA. A smaller group, referred to as the "Memorial Day weekend subcommittee," met last week to formulate a plan for a thoughtful rebrand of the Strawberry Festival. Their goal is to redirect the focus of the festival to supporting local merchants and celebrating local produce.

The new concept is "2020 Strawberry Celebration — 2020 New Decade/New Vision." The tentative schedule for Memorial Day weekend includes festival hours on Saturday from 10 am to 6 pm with Farmer's Market from 12 noon to 2:30 pm followed by a Strawberry Blonde Contest at 1 pm at the "car corral," (the parking lot between Old Village Grill and the new Sports Dugout location). On Sunday the festival hours will be 10 am to 5 pm with concerts in the park starting at 1 pm. On Monday there will be a Memorial Day tribute at the park.

The Strawberry Celebration will also include local music and art throughout local Village businesses. Local dining spots will feature strawberry-themed drinks and dishes. There will also be select local vendors at the car corral parking area with strawberry-themed offerings.

Locals who would like to participate in this event as vendors, musicians, or artists can apply to participate in the Strawberry Celebration by e-mailing [office@southcountychambers.com](mailto:office@southcountychambers.com), or calling the South County Chambers of Commerce office at (805) 489-1488.

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