



FOR IMMEDIATE RELEASE
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Contact: Patrick Curran, Festival Director
262-377-3891

SMALL NON-PROFIT AND HUNDREDS OF VOLUNTEERS
BRING ANNUAL STRAWBERRY FESTIVAL TO LIFE!

(Cedarburg, WI) – Thousands and thousands of festgoers descend upon Cedarburg each year for **Strawberry Festival, an art-filled weekend brimming with the most luscious summer fruit.** Come celebrate Cedarburg’s 36th Annual Strawberry Festival, presented by Summit Credit Union, **June 24 & 25, 2023.** This free, family-oriented festival is a favorite of many, drawing up to 100,000 people over the weekend to celebrate the strawberry, enjoy live music, browse and purchase original artwork from hundreds of artists, and enjoy some of the most decadent strawberry focused food and beverages around!

New this year is the expanded family-friendly **Party in the Park, sponsored by Cedarburg merchant Art of Joy; “Taste of Strawberry Fest” boxes** featuring a carryout version of some of the festival’s the most popular treats and merchandise, available beginning June 4th (online only); and **Strawberry Alley, Columbia Avenue on the festival grounds**– your one-stop shop for all things strawberry, including art, food & drink and merchandise.

Wander down Washington Avenue and you’ll see why “Art is a Tradition” in Cedarburg. Fondly referred to as *Arts on the Avenue*, Strawberry Festival highlights more than 250 of the best local and Midwest artists who bring their combined perspectives, skills, and thousands of works of arts to the streets of Cedarburg, including paintings, sculpture, ceramics, jewelry, fiber art, fine glass, woodwork, mixed media, and photography. *Arts on the Avenue* is a combined effort of four local organizations, the **Cedarburg Cultural Center, Cedar Creek Settlement Merchant's Association, the Cedarburg Garden Club** and the **Cedarburg Art Museum**, and offers one-of-a-kind works of art from functional to surreal, from witty to the elegantly decorative, as well as the opportunity to meet most of the artists in person.

Tasty treats will be available at the Festival Food Booth, which is one of the few areas of the festival that financially benefit Festivals of Cedarburg. Festivals of Cedarburg is a 501(c)(3) dedicated to sustaining and improving the economic vitality of Cedarburg through promotion and tourism, and providing support to other local non-profit, civic and cultural organizations – see **“About Cedarburg Festivals” below for more information on the organization’s ongoing contributions to the community.**

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Strawberry Festival's many food vendors are a huge draw, and are sure to please any palate. Festival Food Court favorites include the "Original" Strawberry Brat, Strawberry Shortcake and Strawberry Chicken Salad Wrap. Throughout the festival foodies will find strawberry crepes, strawberry slushies and chocolate-covered strawberries as well as many other locally made delicacies. Fresh berries are back for purchase this year at one of three Festivals strawberry booths. The festival also boasts an extensive **Festival Food Court**, offering everything from summer favorites like hamburgers, chicken, BBQ and roasted corn, to sweet treats and specialty strawberry themed beers from local breweries. The popular Sunday morning all-you-can-eat **Strawberry Pancake Breakfast** takes place on the north end of the Festival grounds from 8:00-11:00 a.m. (weather permitting) and is served by the Cedar Creek Settlement merchants. More than 1,000 customers get their fill of mouthwatering strawberry pancakes while listening to live music outside along Cedar Creek.

For attendees with a taste for wine, **Cedar Creek Winery's Strawberry Blush Wine** is a must – this and the winery's other award-winning wines can be purchased by the bottle or glass.

Live music all over the Festival's Historic District satisfies every music lover. The best place to enjoy the music is at the **Gruber Law Office Main Stage - Festival Food Court** which will feature rockin' fun cover bands with shaded seating and close proximity to the main Festival Food Court. The 2023 lineup includes local favorites like Big Swig and Room to Move, and local favorite Radio Radio will play until 9pm during the Festival's **extended Saturday night hours**.

For families looking for the festival experience without heading into the fray, check out Art of Joy's Party in the Park at Cedar Creek Park. Redesigned to offer something for everyone, there will be 20+ retail vendors, live music all day Saturday and Sunday, a petting zoo, inflatable bounce houses, food vendors including Pete's Pops, boba tea, roasted corn, edible cookie dough, and even a "Family Feeding Oasis" for the little ones needing a break from the bustling activities. One of the Festival's most popular events is the **CedarQuacker 500** sponsored by Kumon Learning where hundreds of rubber ducks are launched into the creek in a race to the finish Saturday and Sunday at 1 and 3 p.m. **Prizes awarded to winning ducks!**

Want to see a little more of beautiful Historic Cedarburg? The **Big Brothers/Big Sisters of Ozaukee County's "Berry Big Run" 5K Run/Walk** kicks off Saturday at 8:00 a.m. at Centennial Park and circles through the neighborhoods that surround the downtown area. Off the festival footprint, the **Wisconsin Museum of Quilts and Fiber Arts** will feature exhibits and fun family activities. Street parking is limited but there is plenty of parking at the Ozaukee County fairgrounds, Cedarburg High School and Quilt Museum with shuttles available to take festival guests to the main festival grounds.

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About Cedarburg Festivals

Four well-attended annual festivals have enhanced the vitality and energy of Historic Cedarburg's downtown shopping district. Begun in 1972, Winter Festival and Wine & Harvest Festival have been successful in bringing thousands of visitors and residents alike to celebrate the charm and beauty of our beautiful downtown, named to the National Historic District in 1986. In 1985, Strawberry Festival was added to the lineup, while in 2008 the first annual German Festival, now called Oktoberfest, joined the list. In 2013, the six-week *A Cedarburg Christmas*, a celebration of all the things that make Cedarburg irresistible during the holidays, was added to Festival's well-respected list of family-friendly forms of entertainment.

Community volunteers, Cedarburg's retail merchants and non-profit groups have worked hard to create and sustain festivals. In 2001, festivals had grown so large that for charitable purposes, a 501(c)(3) organization was founded: Festivals of Cedarburg, Inc., with a board made up of nine volunteer members. The Executive Director manages the day-to-day operations and, along with a Festival Manager and a Festival Coordinator, organizes the festivals while the Festival board and community and retail members continue to volunteer in collaborative roles. More than 400 community volunteers are needed to support each festival.

The purpose of Festivals of Cedarburg, Inc. is to continue to work toward sustaining a vital and healthy business and retail community by showcasing the city's attributes, encouraging tourism and fostering civic, cultural and educational interests. Non-profit groups in Cedarburg also benefit financially, enabling them to fund their own operations and charitable contributions through a partnership with Festivals. It is estimated that Festivals of Cedarburg itself moves almost \$500,000 through Cedarburg and surrounding communities with each of its major festivals, with the major beneficiaries being the 35 partnering non-profits who participate every year; civic and community organizations hired to provide materials and services; and merchants located in and around the Festival footprint.

To offer support to Festivals of Cedarburg, or for more information visit:
www.CedarburgFestivals.org or call 262-377-3891.

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