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FOR IMMEDIATE RELEASE

IN HONOR OF CANCELED FESTIVAL, STRAWBERRY JAM CELEBRATION ANNOUNCED

The Troy Strawberry Festival Board of Directors made the difficult decision on April 1 to cancel the 2021 festival based on the health restrictions that were available at the time. The restrictions made it difficult for the festival committee to provide the fun, family friendly festival that we all know and love.

The plan at the time was to re-organize our traditional Friday night hometown celebration. Friday night has been known as the kickoff to the festival and has been for locals to come out and celebrate before volunteering throughout the weekend.

Since the Governor released simplified health orders on April 5, the festival board has convened with the City of Troy and Miami County Public Health to discuss how we could expand upon our Friday night Strawberry Jam event. Through these partnerships, we are able to share that we are planning for the Strawberry Jam on Friday, June 4 and Saturday, June 5. This small, community celebration will require less resources both monetary and human.

Board chairwoman, Linda Roth said “It was the intent of the board to have some type of event that weekend. We understand the importance of the festival to the non-profits, local business and the community. We are happy we were able to reconvene after the Governor’s announcement and move forward with this new event.” The festival board encourages members of the community to get involved and volunteer to support the new event.

The Strawberry Jam goes back to our mission of providing a fun venue for local nonprofits to fundraise. The Strawberry Jam will be a local celebration showcasing food and music. The event will only be in downtown Troy and will not include arts and craft vendors.

To clarify, this is a smaller, different event. It is NOT the Troy Strawberry Festival. The full festival will return in 2022. More details on the Strawberry Jam will be released as they become available.

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The Troy Strawberry Festival was founded in 1977. The mission of the Troy Strawberry Festival is to create a vibrant and welcoming festival experience which results in positive recognition and economic impact for the Troy Community and for local non-profit organizations.