



JEFF A. WAGNER  
MAYOR

## For Immediate Release

### Pasadena Summer Event Changes in Response to COVID-19

{June 3, 2020 – Pasadena, TX} Due to extenuating circumstances brought on by the COVID-19 pandemic, the City of Pasadena has canceled its 2020 *Pasadena 4th Fest* event.

The *Pasadena Strawberry Festival* will be held July 3-5, 2020. Strawberry Festival organizers were forced to cancel their previously scheduled May 15-17 event due to mandatory state and county COVID-19 restrictions. Rescheduling the Strawberry Festival to the high-profile July 4th holiday weekend will allow the 47-year-old tradition to continue.

An Independence Day fireworks display will still proceed as part of the Strawberry Festival's Saturday night program.

*"The COVID-19 pandemic has taken so many things from our local students and the cancellation of the Strawberry Festival was the last straw. That tradition is part of the very fabric of our city. Not only does it provide memorable experiences for local families, the proceeds go to scholarships for our students,"* said Pasadena Mayor Jeff Wagner. *"I know this summer will look a lot different, but this is a very special situation and I'm sure our community will support it. That's what we do in Pasadena...we support each other."*

The Pasadena Strawberry Festival is a 501(c)(3) non-profit organization. It is not a city-funded organization or event. The City of Pasadena does not receive any funding from Strawberry Festival ticket sales or other sources of festival revenue.

For more information on the Pasadena Strawberry Festival, go to: [www.strawberryfest.org](http://www.strawberryfest.org)

