

MEDIA RELEASE



ANNUAL STRAWBFEST SET TO SHINE IN 2019 – The tradition continues!

Celebrating its 33rd season, Chevallum StrawbFest 2019 comes alive on Friday 6th September at Chevallum State School, from 5pm till late.

StrawbFest is one of the most anticipated and renowned events on the Sunshine Coast calendar and this year will not disappoint offering up our well known mix of fun, fabulous food, music and of course strawberries! StrawbFest offers a multi-cultural world of food and a variety of entertainment. There are rides, a licensed strawberry daiquiri bar, numerous traditional stalls, an abundance of strawberries, LIVE music across 3 stages, side show alley, our MEGA raffle and much much more with the evening culminating in an impressive fireworks display.

Chevallum is proud to partner with vital local strawberry growers and the wider strawberry industry and we encourage everyone to jump on board to support both our school and the community of local growers. We thank the local Strawberry industry for their continued generous support of StrawbFest and look forward to presenting delicious strawberry treats a plenty in September.

So mark the date Friday September 6th for STRAWBFEST - a celebration of community and all things Strawberry!

EVENT INFORMATION

Friday 6 September 5pm - 9pm
Chevallum State School, Chevallum Road, Chevallum

STRAWBERRY INDUSTRY SUPPORT & WAR ON WASTE

The next generation of strawberry warriors are fighting the war on waste and discovering new ways to use bulk strawberries.

Queensland Strawberry Growers Association (QSGA) representative Jane Richter predicts that this season, after a slow start, will see a bumper strawberry crop hitting the stores across August and September. With the industry still recovering from the senseless events of last year, it is more important than ever to educate the community on ways to use large amounts of strawberries when supply is plentiful to reduce the amount of waste and avoid prices plummeting due to sharp increases in supply.

As the biggest fundraiser for the school, to produce jams and syrups leading up to the event StrawbFest also makes the most of the seconds provided by the farmers.

Chevallum State School's pinnacle fundraising event, the school is doing their part to support the industry that has supported them for the last 33 years. In preparation for the Chevallum StrawbFest, the students and school community are well into production on a number of delicious strawberry products that will be available for purchase on the night including strawberry jam, strawberry syrup, strawberry themed kebabs, milkshakes, pavlova, as well as

eat street style food vans serving pork sliders sushi and so much more. Chevallum State School community proudly mans all the stalls and each strawberry-themed dish (and all other foods available on the evening) are made from scratch by the school community.

“We are supported by local strawberry growers and encourage the wider community to get behind the strawberry industry by coming to StrawbFest, by using strawberries (including seconds and damaged fruit) in bulk to create delicious treats for your family, getting out to some of the incredible PYO strawberry farms in our region, buying locally produced food that uses our delicious local strawberries” Linda Short, Chevallum State School Principal.

SUSTAINABILITY INITIATIVES

The school is passionate about doing its part in the war on waste - and not just by finding innovative ways of using strawberries that would otherwise go to waste to go back into the community and benefit the school. StrawbFest has a goal to be waste free event by 2021 and is well on the way to that.

“We’re not there yet,” says P&C President Kym Jackson, “but there’s a big focus on making it a more sustainable event — even down to the packaging. We have a byo bags and bottles campaign running in the lead up to the event and have made massive leaps forward on our sustainable waste management program. All the compost comes back as soil to use in the school’s kitchen garden.”

Other exciting things happening at this year’s strawbfest include a live broadcast from Mix FM, attendance by key figures including Agriculture Minister Mark Furner, live music featuring local artists showcasing their talents on the main stage, side show alley, community involvement from Lions and Rotary, rides, and of course the many different strawberry food stalls.

Short says that StrawbFest is like a mini Woodford Folk Festival and an institution for the school community.

“People don’t know we are a school for the night and it’s actually a mini festival that’s family orientated, with food, entertainment and strawberry flavour across the whole festival.”

MEDIA CALLS

Pre-event opportunity to come to the school to get vision and images of the students preparing strawberry dishes, interview opportunities as outlined below.

On event day - interview opportunities as outlined below as well as VIPs such as Agriculture Minister Mark Furner, live broadcast opportunities.

INTERVIEWS AVAILABLE

Linda Short - School Principal

Jane Richer - Representative Queensland Strawberry Growers Association

Kym Jackson - School P&C President

To arrange an interview or for more info please contact Kym on 0433 110938 or email strawbfest@gmail.com

For images and more info go to strawbfest.com.au

