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## **WEDU PBS Hosts Free Film Screening of *The Favored Strawberry* at HCC, Plant City Followed by Discussion with Filmmakers and Local Growers**



**TAMPA, FLORIDA, March 3, 2017** – What could be sweeter than a freshly picked strawberry? Scarlett and sumptuous, and grown on a crown of green, this masterpiece among plants begs to be savored. Once a seasonal fruit, strawberries are desired and available year round, from sub-tropical winter fields in the heart of central Florida, to sweeping ranches in a valley along the shores of Monterrey Bay, California.

They're grown on the windy plains of Texas and in the dirt of old Carolina tobacco plantations—in the flint rock hillsides of Oklahoma and on “you-pick-em” farms in New Jersey, and lots of places in between.

*The Favored Strawberry* is a one-hour documentary, filmed in 8 states, including the winter strawberry capital, **Plant City, Florida**. The story unfolds at farms, big and small, where strawberries are picked by hand, one by one, often by hard working immigrants chasing the American dream.

On **Thursday, March 9<sup>th</sup>**, **WEDU PBS** will present a free preview screening of the film before it broadcasts on-air. The film begins at **7:00 p.m.** at **The Trinkle Center** on the Plant City Campus of **Hillsborough Community College**. Tickets are available online at [www.wedu.org/strawberry](http://www.wedu.org/strawberry).

Produced by the Emmy Award winning team of **Larry Foley** and **Dale Carpenter**, both filmmakers will be taking questions from guests following the screening. The film is narrated by Academy Award winner Ray McKinnon.

The Florida story includes a visit to Fancy Farms, operated by third generation grower Carl Grooms, a straight talking farmer who operates a 230-acre plantation framed by Spanish moss, drooping from ancient live oak trees. Other highlights include a visit to the Florida Gulf Coast Research Center, where a team of scientists is testing a cultivar known as “Sweet Sensation,” that shows early promise; a field trip to Parkesdale Market, where folks stand in line for world famous strawberry shortcake; and a fun-filled celebration at the annual Florida Strawberry Festival, and the wild and messy shortcake eating contest.

Wherever they're grown, the best way to eat a strawberry is picked fresh from the vine. Or as soon off the truck as you can find them!

### **ABOUT WEDU PBS**

WEDU is West Central Florida's leading PBS station reaching 16 counties through media platforms including on-air programming and online experiences that broaden horizons, transport and transform and open gateways to new ideas and new worlds. Financially supported by the community, the organization offers a wealth of award-winning inspirational, educational and enlightening content over a variety of multi-media platforms including: television programming, station website, [www.wedu.org](http://www.wedu.org) and various social media platforms, monthly member magazine *Premiere*, educational outreach activities and a myriad of special events. WEDU's focus on the local community has resulted in the station being regarded as a beacon of trust for men, women and children of every walk of life no matter their age, ethnicity or socio-economic status. WEDU is a treasured community resource; a window to the world for the homebound and a vital educational source for the youngest members of society. WEDU prides itself on its position in the Tampa Bay community as a leader, partner, informed citizen and a member of PBS, the most trusted institution in America (Marketing & Research Resources, Inc. M&RR, January 2017). For more information, program schedules or to support WEDU visit [www.wedu.org](http://www.wedu.org); WEDU Public Media on Facebook and Twitter (@wedupbs) or call (813) 254-9338.

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