

For Immediate Release

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**Ride METRO for Free to the 2025 Watsonville Strawberry Festival**

Santa Cruz, CA (July 29, 2025): Santa Cruz METRO is thrilled to provide free service to the 2025 Watsonville Strawberry Festival, taking place on Saturday, August 2 (11 AM–8 PM) and Sunday, August 3 (11 AM–7 PM) in downtown Watsonville, surrounding the historic City Plaza at 358 Main Street.

This popular, family-friendly event celebrates Watsonville's vibrant agricultural legacy and cultural diversity through two full days of food, music, art, and community. Admission is free.

Free METRO Service Every 30 Minutes

To make getting to the festival simple and sustainable, METRO will run free bus service every 30 minutes between the Westridge South County Service Center at 500 Westridge Drive and METRO's Watsonville Transit Center at 475 Rodriguez St., located just steps from the festival grounds.

METRO Service to Run Every 30 Minutes:

- Saturday, August 2nd from 10:30AM – 9:00PM
- Sunday, August 3rd from 10:30AM – 8:00PM

Riders are encouraged to skip the traffic, leave their cars at home, and enjoy a safe convenient ride.

Visit the METRO Booth for Prizes and More

Festival attendees are invited to stop by METRO's booth on both Saturday and Sunday for fun giveaways and to learn more about METRO's services and sustainability efforts.

Festival Highlights Include:

- Strawberry-themed delights: tacos, churros, smoothies, shortcake, and more
- Live music and cultural performances
- Carnival rides, artisanal vendors, and kids' activities
- The return of the Pie-Eating Contest and the Berry Best Dressed Contest
- Free berry samples from Driscoll's and Gem-Pack Berries

- A collaborative community mural open to all ages

To learn more visit watsonvillestrawberryfestival.com.

About Us

Santa Cruz Metropolitan Transit District (METRO)

Established in 1968, METRO'S mission is to provide environmentally sustainable transportation to Santa Cruz County. METRO directly operates county-wide, fixed-route and Highway 17 commuter service, with connections to Santa Clara County and Monterey Salinas Transit at our Watsonville Transit Center. The agency also operates ParaCruz paratransit service. Today, METRO operates a fleet of 104 buses on 20 fixed routes and 32 paratransit vehicles.

Every ride on a METRO bus takes cars off the road, significantly reduces greenhouse gas emissions, and supports economic opportunity and quality of life in our community. Moving into the future, METRO strives to meet the following goals:

- Increase transit ridership to 7 million trips annually within the next five years
- Transition to a zero-emissions fleet with a mix of hydrogen and electric vehicles
- Increase affordable housing at METRO-owned transit centers to 175 units in the next 10 years.

For more information, visit scmetro.org.

