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Lebanon's Hand Jive Craze Heads for World Record Attempt at Strawberry Festival

Subhead: Social media challenge unites schools, businesses and community groups as thousands prepare to dance together during the 117th Annual Lebanon Strawberry Festival.

LEBANON, Ore. — What started as a simple goal to reconnect the community to the Lebanon Strawberry Festival has turned into one of the most talked-about traditions of 2026.

When festival organizers began planning this year's theme, **"Strawberry Nights,"** inspired by the iconic movie *Grease*, they wanted to create something that everyone could participate in. The goal was simple: bring the community together through fun, friendly competition, and shared experiences that extended beyond the festival grounds.

One idea led to another.

Festival volunteer **Ashley Christie** from 360 Events NW first suggested incorporating the famous Hand Jive dance from *Grease*. The concept quickly gained momentum, and soon **Megan Lofton** launched the Lebanon Strawberry Festival Hand Jive Challenge on social media, beginning with students at Lebanon High School.

A few different “how to” videos helped propel the sharing.

From there, the challenge took on a life of its own.

Schools, businesses, community organizations, sports teams, and local groups began creating and sharing their own Hand Jive videos, challenging others to join the fun. The videos have been viewed and shared hundreds of times across social media, creating a wave of excitement leading into festival week.

"What started as a simple idea to engage the community became something much bigger," said Jill Ingalls, member of the Lebanon Strawberry Festival Management Team. "The Hand Jive gave people a reason to participate, laugh together, and show their community spirit. It's exactly the kind of connection we hoped to create when we started planning this year's festival." Lebanon was also recently fresh off the T-Mobil Friday nights lights campaign where sharing on social resulted in a cash contribution toward a football stadium.

Now, organizers are taking the excitement to the next level.

On Saturday evening during the Lebanon Strawberry Festival, participants will attempt to set a world record for the largest number of people performing the Hand Jive simultaneously.

The effort will take place at Cheadle Lake Park and will extend beyond the festival grounds as Willamette Speedway joins the fun from across town, helping create what organizers hope will be the largest coordinated Hand Jive ever attempted in Lebanon.

Students from Hollywood Studios will lead participants through the dance from the festival stage, inviting everyone in attendance to join the record attempt.

The Hand Jive celebration follows a performance by acclaimed boogie-woogie pianist **Brady Goss**, who will perform the famous Hand Jive song from *Grease* to get the crowd moving.

Immediately following the record attempt, the nationally recognized **Roll On** Alabama tribute show will take the stage before the evening concludes with the festival's spectacular fireworks display.

Festival organizers encourage attendees of all ages to learn the Hand Jive, participate in the challenge videos, and join thousands of others on Saturday night as Lebanon celebrates community, connection, and a little bit of Grease-inspired fun.

The 117th Annual Lebanon Strawberry Festival takes place June 4–7, 2026, featuring four days of entertainment, carnival rides, vendors, community traditions, the Historic World's Largest Strawberry Shortcake, and family-friendly activities throughout Lebanon.

For schedules and event information, visit Lebanon Strawberry Festival.

YouTube Video Link: https://www.youtube.com/watch?v=4FonN6-Ufxs&t=3s

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