

**MAYOR**

Renard U. Johnson

CITY MANAGER

Dionne Mack

CITY COUNCIL**District 1**

Alejandra Chávez

District 3

Deanna M. Rocha

District 5

Ivan Niño

District 7

Lily Limón

District 2

Dr. Josh Acevedo

District 4

Cynthia Boyar Trejo

District 6

Art Fierro

District 8

Chris Canales

**NEWS
RELEASE**

11 / 14 / 2025

Scherr Legate Lights Parade to Take Center Stage at WinterFest 2025

EL PASO, Texas—The City of El Paso invites residents and visitors from across the region to kick off the holiday season with the Scherr Legate Lights Parade at WinterFest, beginning at 6 p.m. Saturday, November 22, in the heart of Downtown El Paso.

Organized by the City of El Paso Parks and Recreation Department, the Scherr Legate Lights Parade is the City's only illuminated parade and a signature highlight of WinterFest, now celebrating its 10th anniversary. The beloved tradition continues thanks to the generous sponsorship of the Scherr Legate Law Firm, which has supported the parade for the past seven years.

"We are honored to continue sponsoring the Scherr Legate Lights Parade," said Jim Scherr, Partner at Scherr Legate Law Firm. "For us, it's about sharing the love, joy, and spirit of the holidays with our families, friends, and the beautiful El Paso community. Happy Holidays from all of us at Scherr Legate!"

Now approaching its 30th year, the parade marks the official arrival of Santa Claus and features more than 70 dazzling entries, including lighted floats, marching bands, dance groups, performers, and walking twinklers. Each year, an estimated 65,000 spectators line the streets of Downtown to enjoy the holiday spectacle.

Festivities begin with the Tree Lighting Ceremony at San Jacinto Plaza at 5 p.m., followed by the Scherr Legate Lights Parade at 6 p.m. The event officially launches the WinterFest season, which runs through January 4, 2026.

Television broadcast partner Telemundo 48 El Paso will air the parade live beginning at 6 p.m. on channel 48.1. Viewers can also watch via livestream on the City of El Paso YouTube channel or Telemundo Texas Fast Channel statewide (Go to Roku, Live TV and search for Telemundo Texas).

For details about the Scherr Legate Lights Parade, including the parade route, road closures, and parking information, visit www.EPWinterFest.com or follow WinterFest El Paso on Instagram and Facebook.

About the Scherr Legate Law Firm

Founded with a passion to stand up for victims and survivors, the Scherr Legate Law Firm has built a respected reputation in personal injury, wrongful death, and employment law cases. With decades of experience and proven results, Scherr Legate continues to fight for justice on behalf of clients in El Paso and beyond. For more information on the Scherr Legate Law Firm visit www.ScherrLegate.com.

###



Promoting Transparent & Consistent Communication
Among All Members of the Community

Media Contact: Rick Isaias
Strategic Communications
Isaiasra@elpasotexas.gov
(M): 915.355.6611