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**NEWS
RELEASE**

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El Paso Shines as The Market at WinterFest Is Named America's Best Christmas Market

City Invites Residents to Support Local Vendors and #ShopSmall This Saturday

EL PASO, Texas—The City of El Paso is celebrating a standout holiday season as Newsweek has named The Market at WinterFest the #1 Best Christmas Market in the United States for 2026, earning the top spot in this year's Readers' Choice Awards. This national recognition highlights the exceptional quality, atmosphere, and holiday experience WinterFest brings to the region each year.

The celebration continues as The Market at WinterFest is also in the running for another national honor. USA Today's 10Best is currently voting for the Top 10 Holiday Markets in the United States, and the community is encouraged to participate by voting online at: <https://10best.usatoday.com/awards/best-holiday-market/>.

To build on this momentum and support local small businesses, the City invites the community to **visit The Market at WinterFest on Small Business Saturday, November 29, from 5 to 10 p.m. on Main Street** between La Nube and the El Paso Museum of Art. National Small Business Saturday encourages residents across the country to support local artisans, makers, and entrepreneurs during the holiday shopping season.

“Being named America’s best Christmas market is a meaningful recognition for our community,” said City of El Paso Quality of Life Managing Director Ben Fyffe. “This award reflects the hard work of City Departments and partners, and we are grateful to the artists and artisans who bring their creativity and talent to The Market each week. We are proud to showcase the magic of the holidays here in El Paso, and being voted #1 by Newsweek readers makes this achievement even more meaningful.”

Small Business Saturday at The Market

National Small Business Saturday takes place the Saturday after Thanksgiving and encourages community members to patronize local businesses for holiday shopping.

On Saturday, dozens of local artisan and cottage food vendors will offer handmade goods, baked treats, and unique gifts for the holiday season. Shoppers can show their support for local vendors by tagging @TheMarketEP and using #ShopSmall.

The Market at WinterFest operates every Friday and Saturday from 5 to 10 p.m. throughout the WinterFest season, which runs until January 4, 2026.

—more—



Promoting Transparent & Consistent Communication
Among All Members of the Community

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About WinterFest

Now celebrating its 10th anniversary, WinterFest is led by the City's Parks and Recreation Department and is known for its vibrant displays, ice-skating rink, family-friendly attractions, local vendors, and community-centered programming that draws thousands of residents and visitors. Parks and Recreation oversees and delivers many of the festival's signature experiences, helping create the festive atmosphere the community enjoys each year. Last year, The Market at WinterFest was also recognized nationally, ranking as the #2 Holiday Market in the United States by USA Today's 10Best. For full WinterFest details, visit www.WinterFestEP.com.

About The Market

Established by the Museums and Cultural Affairs Department (MCAD) in 2011, The Market offers original arts and crafts, food vending, regionally grown agricultural products, artisans, regional farmers, and live entertainment from local artists. More information about The Market is available on the [MCAD website](#).

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