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**NEWS
RELEASE**

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Lighting Up 2026: City of El Paso and In Blume Present New Year's Eve El Paso Star Drop

Powered by El Paso Electric, Celebration to
Feature 30-Foot Star Drop and Countdown

EL PASO, Texas—The City of El Paso, in partnership with In Blume, invites the community to ring in 2026 at the New Year's Eve El Paso Star Drop powered by El Paso Electric.

The FREE, family-friendly celebration will take place from 8 p.m. to midnight Wednesday, December 31, at San Jacinto Plaza.

Now in its second year, the New Year's Eve celebration at WinterFest features a brand-new 30-foot Star Drop honoring the El Paso community. The 10 x 10 Star includes built in LED lights that mimic the star on the Franklin Mountains. The event will include live music, DJs, entertainment, and a festive countdown to 2026.

"We are proud to partner with the City of El Paso to bring a one-of-a-kind New Year's Eve celebration to our community," said In Blume Owner Gus Chavez. "Creating memorable experiences for families is at the heart of what we do, and we're excited to help make this year's Star Drop even more special for everyone who comes out to celebrate."

In Blume will offer a VIP area for guests seeking an upgraded experience. VIP tickets will be sold and managed directly by In Blume and can be purchased at <https://tickets.nyeeep.com/>

The New Year's Eve stage will be set on Main Street between Mesa and Oregon and will feature performances by:

- DJ G Cue
- Lucha Lucha (Roger Argenis Band)
- International Sonora Skandalo
- DJ Johnny Kage

Attendees can also enjoy food and treats from the Holiday Food Truck Village and additional trucks surrounding San Jacinto Plaza.

The New Year's Eve El Paso Star Drop is part of the WinterFest season and is made possible through the support of the City of El Paso, In Blume, the Downtown Management District and El Paso Electric.

WinterFest concludes on Sunday, January 4. For more information about the New Year's Eve El Paso Star Drop, visit www.EPWinterFest.com.

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Promoting **Transparent & Consistent Communication**
Among All Members of the Community

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