



MAYOR
Renard U. Johnson

CITY MANAGER
Dionne Mack

CITY COUNCIL

District 1
Alejandra Chávez

District 2
Dr. Josh Acevedo

District 3
Deanna M. Rocha

District 4
Cynthia Boyar Trejo

District 5
Ivan Niño

District 6
Art Fierro

District 7
Lily Limón

District 8
Chris Canales

**NEWS
RELEASE**

03/ 11/ 2026

Poppies Fest Returns to the El Paso Museum of Archaeology

EL PASO, Texas—The City of El Paso invites the community to Poppies Fest, an annual celebration of the natural beauty of the Franklin Mountains at the El Paso Museum of Archaeology.

Presented by GECU Federal Credit Union, Poppies Fest moves to a festival weekend format on March 13, 14, and 15, 2026. The event offers a variety of activities including hands-on arts programming, artisan vendors, food trucks, special live performances, fitness activities, and more.

“Poppies Fest celebrates the Chihuahuan Desert, and particularly Castner Range National Monument, at the only location currently accessible to the general public,” said Sebastián Ribas-Normand, Director of the El Paso Museum of Archaeology. “Visitors can expect to learn about nature, enjoy contemporary and traditional performances, and foster creativity in a free festival atmosphere.”

“At GECU, we value the celebration of El Paso’s beautiful and unique landscape that makes this city stand apart,” said Hazel Kennedy, GECU Executive Vice President and Chief Lending Officer. “As the presenting sponsor of Poppies Fest, we’re proud to bring people together for a family fun weekend of events at one of the Sun City’s most picturesque landscapes—Castner Range National Monument.”

More information about Poppies Fest, including a full performance schedule, is available at EPMArch.org/Events/Poppies-Fest.

Key Festival Information

Poppies Fest will take place at the El Paso Museum of Archaeology, 4301 Transmountain Rd. Admission is free.

Festival Hours:

- Friday, March 13, 5 to 9 p.m.
- Saturday, March 14, 10 a.m. to 8 p.m.
- Sunday, March 15, 10 a.m. to 2 p.m.

Parking Information

Carpooling is recommended, as parking availability is limited at the museum. On Saturday, March 14, a shuttle bus system will run from the Camp Cohen parking lot (located at 9700 Gateway Blvd N, El Paso, TX 79924) to the Museum on a loop from 11:30am to 6:45pm.

Help Protect Our Natural Landscape

The Mexican Gold Poppy is at the heart of Poppies Fest, and attendees are urged to watch their step to protect the flowers. By staying on marked trails and not picking the poppies, visitors can help preserve the natural beauty of our region so that the poppies can continue to grow for years to come.

###



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

Media Contact: Rick Isaías
Strategic Communications
isaiasra@elpasotexas.gov
(M): 915.355.6611