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**NEWS
RELEASE**

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City of El Paso Invites Community to Support Local Entrepreneurs at Inaugural “A Star Is Born” Gala

EL PASO, Texas—The City of El Paso's Economic and International Development Department, through the Business One-Stop Shop (BOSS), invites the community to attend the inaugural “A Star Is Born” Gala on Saturday, September 26, 2026, from 6 to 9p.m. at the Starlight Event Center, 6650 Continental Drive.

The inaugural gala will celebrate the entrepreneurs, small business owners, and community leaders who are helping strengthen El Paso's economy while raising funds to expand programs and resources that help local businesses launch, grow, and succeed.

The evening will feature dinner, awards presentation, live entertainment, dancing, a photo booth, and silent and live auction opportunities.

Proceeds from the event will support BOSS initiatives, including entrepreneur training, AI education, marketing and branding workshops, access-to-capital readiness, and other business development programs that benefit El Paso's small business community.

"Small businesses are the backbone of El Paso's economy, creating jobs and strengthening our neighborhoods," said Mayor Renard U. Johnson. "I encourage businesses and community partners to support this event as sponsors and help us continue investing in the entrepreneurs who are building El Paso's future."

The City is currently seeking event sponsors and encourages businesses, organizations, and community leaders to partner in making this inaugural event a success. Small business owners, entrepreneurs, and supporters of local economic development are also invited to attend.

Tickets are now available, and sponsorship opportunities remain open.

To purchase tickets, visit: [Purchase Gala Tickets](#)

To learn about sponsorship opportunities, visit: [Sponsorship Opportunities](#)

About the Business One-Stop Shop (BOSS)

The Business One-Stop Shop (BOSS) is a regional entrepreneurial initiative created by the City of El Paso's Economic and International Development Department in partnership with the Paso del Norte Community Foundation. BOSS connects entrepreneurs with business resources, technical assistance, mentorship, funding opportunities, and more through a network of more than 45 entrepreneurial support organizations, helping strengthen and grow El Paso's small business community.

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