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# WinterFest 2026: Be Part of the Magic! Parade Entries, Food Trucks, Artisan Vendors, and Decorations Sponsors Wanted

**EL PASO, Texas**—The countdown to WinterFest 2026 has begun, and the City of El Paso is inviting the community, local businesses, food trucks, artists, performers, and merchants to help create this year's holiday tradition.

WinterFest returns to Downtown El Paso the weekend before Thanksgiving, November 21, through January 3, 2027.

Known as the Coolest Fest in the Southwest, WinterFest transforms Downtown into a holiday destination featuring more than one million sparkling lights, festive entertainment, holiday treats, an outdoor ice-skating rink, a holiday market, and the City's only illuminated holiday parade.

**Applications open Wednesday, August 5, for a variety of opportunities to participate in this year's celebration.**

## **SCHERR LEGATE LIGHTS PARADE**

The Scherr Legate Lights Parade is looking for floats, marching bands, dance groups and more to help make this year's parade bigger, brighter and more festive. Space is limited, so parade participants are encouraged to apply early.

## **OPENING DAY FOOD TRUCKS & ARTISAN VENDORS**

Bring your best bites and holiday finds to WinterFest Opening Day! Food trucks and artisan/merchandise vendors are invited to showcase their food, crafts and unique creations as the holiday season kicks off.

## **HOLIDAY FOOD TRUCK VILLAGE**

Food truck owners can be part of the WinterFest experience all season long by joining the Holiday Food Truck Village in the heart of Downtown. Limited spaces are available, so food truck owners are encouraged to apply early.

## **WINTERFEST SEASON DECORATION SPONSORS**

New this year! Businesses and organizations can help make WinterFest even more magical by sponsoring giant holiday decorations throughout the WinterFest footprint. Sponsors will have the opportunity to help add even more sparkle to Downtown from Opening Day through the end of the season.

**The application deadline for all opportunities is September 25.** Visit [EPWinterfest.com](https://www.epwinterfest.com) for applications, additional details, updates and the full event countdown. Follow @EPWinterFest on Facebook and Instagram for the latest WinterFest announcements.

WinterFest welcomed nearly 600,000 visitors during the 2025 season, including approximately 70,000 visitors on Opening Day alone. This year's celebration promises even more holiday magic.

WinterFest is presented by the City of El Paso Parks and Recreation Department, in collaboration with Destination El Paso, and more than 20 City departments.

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**Good Governance**  
Leadership that is responsive + reliable

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