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# WINTERFEST: Bigger, Brighter, Better Coolest Fest in the Southwest Returns

**WHO:** City of El Paso and Destination El Paso  
**WHAT:** El Paso WinterFest 2024  
**WHEN:** Noon to 11 p.m., Saturday, November 23  
**WHERE:** Downtown El Paso

WinterFest returns to downtown bigger, brighter and better than ever with opening day set from Noon to 11 p.m. on Saturday, November 23 in downtown.

Opening day festivities begin at noon with The Rink at the El Paso Convention Center, followed by The Market at WinterFest at 2 p.m. featuring local artisans, unique gifts and delicious treats from local vendors.

The traditional Tree Lighting Ceremony starts at 5 p.m. that will include a performance from the 1st Armored Division Band Fort Bliss, holiday wishes from guest speakers Mayor Oscar Leeser, Deputy Commanding Officer Support, 1st Armored Division, Fort Bliss, Major General Curtis D. Taylor, and parade sponsor Jim Scherr and Sam Legate from the Scherr Legate Law Firm.

The tree light ceremony includes the lighting of the holiday tree as well as all of San Jacinto Plaza to include more than 1-million lights and oversized decorations.

Celebrating 29 years, the electrifying Scherr Legate Lights Parade starts at 6 p.m. and includes a first appearance by Santa Clause, more than 60 entries made of illuminated floats, marching bands, dance groups, and twinkling walkers winding through the downtown area on the one-mile route. The parade will be broadcast live on KTSM 9 News sister station Estrella TV, 9.2 and on the [City's YouTube channel](#).

Immediately following the tree lighting ceremony, the main stage will feature live performances until 11 p.m. from Legna Villalobos, Orgullo Mi Tierra, Grupo Status, Showtime, Banda La Magnifica and DJ Johnny Kage.

Throughout the opening day festival, visitors can enjoy delicious holiday snacks and food from several food trucks at the Holiday Food Truck Village.

Visitors are encouraged to arrive early as several streets around downtown will begin closing at 3 p.m. in preparation for the Scherr Legate Lights Parade. Parking information, including a list of available parking lots and garages is posted at [www.EPWinterFest.com](http://www.EPWinterFest.com). Visitors can also park free of charge at the Glory Road Transit Center near UTEP and ride the El Paso Streetcar to downtown for free.

WinterFest events, activities, programming, parade route and parking map is available at [EPWinterFest.com](http://EPWinterFest.com) and on social media **Facebook:** El Paso WinterFest and the City of El Paso; **Instagram:** @EPWinterFest & @IAm\_EIPaso; and **X:** @EIPasoTXGov.

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

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