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**NEWS
RELEASE**

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City of El Paso's WinterFest Earns A Top Spot in USA TODAY's 2024 Best Holiday Market

EL PASO, Texas—The City of El Paso is proud to announce that WinterFest has been named the second-best holiday market in the nation in USA TODAY's 2024 10 Best Readers' Choice Awards for Best Holiday Market.

The annual ranking, based on votes from readers across the country, celebrates the best in holiday cheer and community festivities.

WinterFest, the Best Fest in the Southwest, has become a cherished seasonal tradition that shines as a beacon of joy and cultural celebration for residents and visitors alike. The event features stunning light displays, festive shopping, ice skating, live entertainment, and family-friendly activities in the heart of Downtown El Paso.

"This national honor is a testament to the heart and soul of El Paso," said City Manager Dionne Mack. "WinterFest brings our community together and showcases the warmth and vibrancy of our city to the nation. We are immensely proud of this achievement and grateful to everyone who voted for El Paso. It's a reflection of the dedication and creativity of our team, local businesses, and residents who make WinterFest a magical experience year after year."

El Paso's second-place ranking is a significant accomplishment, as the top 10 nominees were carefully curated by a panel of travel experts and editors before being voted on by the public. The full list of winners can be viewed at [USA TODAY 10Best](#).

The City invites everyone to visit WinterFest to experience the award-winning holiday tradition firsthand. The festival runs through January 5, 2025, offering unforgettable memories for all ages.

For a complete schedule of performances and activities, visit [EPWinterFest.com](#) and **Facebook:** EIPasoTexasgov; **Instagram:** @IAm_EIPaso & @EPWinterFest; **X:** @EIPasoTXGov.

ABOUT WINTERFEST

El Paso WinterFest is the region's premier holiday celebration, offering an enchanting experience of lights, shopping, food, and entertainment in Downtown El Paso. Hosted by the City of El Paso, the event has grown into one of the most beloved traditions in the Southwest.

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