



FOR IMMEDIATE RELEASE

JULY 1, 2026

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98th Annual Independence Day Celebration, presented by H-E-B
Parade, festival, live music and fireworks honoring America's 250th anniversary

The City of McAllen invites the community to celebrate America's birthday at the *98th Annual Independence Day Celebration, presented by H-E-B*, on Saturday, July 4, 2026. As the nation commemorates the 250th anniversary of the Declaration of Independence, McAllen will join communities across the country in honoring this historic milestone with a full day of family-friendly festivities, including a 4K run, Patriotic Program, the beloved Main Street Parade, the Freedom Festival and the H-E-B Concert in the Sky Fireworks Extravaganza.

"H-E-B is proud to be the presenting sponsor of the 98th Annual McAllen Independence Day Celebration," said Linda Tovar, H-E-B Director of Public Affairs. "We're honored to stand with the City of McAllen in celebrating our nation's independence and recognizing the men and women of our U.S. Armed Forces."

The celebration begins bright and early at 7:00 a.m. with the Independence Day 4K Run. Registration is \$35 and remains open at www.mcallenmarathon.com. Awards will be presented across various age categories.

"McAllen's Independence Day Celebration is one of our city's most treasured traditions, bringing families, friends and visitors together year after year," said McAllen Mayor Javier Villalobos. "As we celebrate America's 250th anniversary, we invite everyone to spend the day with us honoring our nation's history, celebrating our community and creating lasting memories. Thanks to our presenting sponsor H-E-B and all of our event partners, this free celebration continues to showcase the very best of McAllen."

The festivities continue at 8:00 a.m. with a musical Patriotic Program at Archer Park, 101 N. Main St., followed by one of McAllen's favorite traditions, the Main Street Parade, traveling north along Main Street from Houston Avenue to Beech Avenue. Spectators are encouraged to line the parade route with lawn chairs, picnic baskets and even leashed pets while enjoying patriotic floats, marching bands and community spirit. Free seating is available along the route. Open flames are not permitted. Events are free and open to the public.

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This year's Patriotic Program will include a special tribute honoring Col. Frank Plummer (Ret.), a distinguished three-war veteran who served in World War II, Korea and Vietnam. The respected local hero will serve as this year's parade marshal. Col. Plummer is recognized for his lifelong commitment to military service and his community, including his instrumental role in the development of the War Memorial located at 29th Street and the McAllen Convention Center District. After retiring to the Rio Grande Valley, he often spoke of his appreciation for the warmth of its families and the community's welcoming spirit. Col. Plummer celebrated his 100th birthday on November 7, 2025.

Beginning at 8:30 a.m., the Main Street Parade pre-show will get the crowd ready for one of McAllen's favorite Independence Day traditions. The parade steps off at 9:00 a.m. from McAllen City Hall at Houston Avenue and Main Street, traveling north along Main Street to Beech Avenue. Spectators are encouraged to line the parade route with lawn chairs, picnic blankets and even leashed pets to enjoy patriotic floats, marching bands and community spirit. Free seating is available along the route on a first-come, first-served basis. Those unable to attend in person can watch the parade live on MCN 1300 and its streaming platforms. All morning events are free and open to the public.

The celebration continues at the Freedom Festival in Archer Park from 10:00 a.m. to 2:00 p.m., featuring free admission, live music, games, food and family-friendly activities for all ages. Guests can also cool off at the Aquatic Extravaganza from 1:00 to 4:00 p.m. at the Municipal Pool, located at 1921 N. Bicentennial Blvd.

As the sun sets, the celebration moves to Municipal Park beginning at 6:00 p.m. with live entertainment, food vendors and patriotic fun for the entire family. The evening culminates at 9:00 p.m. with the spectacular H-E-B Concert in the Sky Fireworks Extravaganza, lighting up the McAllen sky in a dazzling display synchronized to patriotic music on 710-AM KURV. Attendees are encouraged to bring lawn chairs and picnic setups to enjoy the show.

In addition to H-E-B Helping Here, event sponsors include Lone Star National Bank, Reliant, Clark Chevrolet, L&F Distributors, Chick-fil-A and McDonald's.

For more information, visit www.mcallenparks.net or follow the McAllen Parks & Recreation Department on Facebook or Instagram @mcallenparks.

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About the City of McAllen

Founded in 1904 and incorporated in 1911, the City of McAllen has grown from a small agricultural community into one of the most vibrant and fastest-growing cities along the U.S.–Mexico border. Known as the “City of Palms,” McAllen serves as a hub for international trade, retail, tourism, and culture in the Rio Grande Valley. Today, the city employs more than 2,600 dedicated public servants across 41 departments, delivering essential services to a community of more than 150,000 residents. McAllen city leaders remain committed to transparent governance, fiscal responsibility, and enhancing quality of life through innovation, infrastructure, and community engagement. For more information, visit www.mcallen.net and follow us on social media @cityofmcallen