



FOR IMMEDIATE RELEASE

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CONTACT: Carina Jimenez, Director / P: 956-681-1001 / E: cjimenez@mcallen.net

**98th Annual McAllen Independence Day Celebration, presented by
H-E-B Helping Here, Invites Community to Participate**
Call for parade entries, runners for 4K race

The City of McAllen is inviting the community to participate in the 98th Annual Independence Day Celebration, presented by H-E-B Helping Here on Saturday, July 4, 2026 with an early morning 4K race, a patriotic program, immediately followed by the Main Street Parade and then Freedom Festival, a family-friendly festival held at Archer Park. Music, food, and games will be highlights of the events. The event will conclude with the H-E-B Concert in the Sky Fireworks Extravaganza.

The deadline to submit an application for an entry in this year's Main Street Parade is right around the corner and organizers are encouraging civic and youth groups, nonprofit organizations, and especially, veterans and veterans' groups to participate in the parade and other festivities.

"We encourage everyone to come together and help us celebrate America's 250th birthday together as a community by participating in the Main Street Parade and enjoying all of the day's festivities," said Elvira Alonzo, City of McAllen Assistant City Manager. "The City of McAllen will be unveiling some unique, festive, and patriotic floats this year and we hope this year's entries reflect the excitement of being able to celebrate."

According to parade guidelines, all entries must feature a patriotic theme and should be entered in one of the following categories: antique vehicles; marching/walking; color guard; vehicle club; float; horses; band; or pageant. For more guidelines and information, please see entry application.

Entry fees are dependent on entry type. Non-profit organizations may enter at no cost with proof of 501(c)(3) status.

Entry forms are available through: email at pardmarketing@mcallen.net, phone at 956-681-3320, or at McAllen Parks & Recreation Office at 2001 Trophy Drive. The deadline for parade entries is Friday, June 26, 2026.

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The parade will begin at McAllen City Hall on Houston Avenue and proceed north along Main Street to Beech Avenue. For more information, visit www.mcallenparks.net or follow the McAllen Parks & Recreation Department on Facebook, Twitter, or Instagram @mcallenparks.

The day will kick off with an Independence Day 4K Run starting at 7:00 a.m. The race is part of the McAllen Marathon Scott Crane Running Series and runners who complete all four of the races and a race on Marathon Day will receive a series medal. Registration is open at www.mcallenmarathon.com and the registration fee is \$35. Awards in different age categories will be presented at the race.

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