**FOR IMMEDIATE RELEASE**
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# Dallas Cowboys Legends Headline McAllen's Wild Christmas

## *Tony Hill makes surprise appearance and announces fellow Cowboys legend Drew Pearson will join Michael Irvin at the 2026 McAllen Holiday Parade.*

America's Team is making its return to McAllen, bringing legendary players and exciting surprises along for the ride! The City of McAllen joined Peña Eye Institute this morning for a special press event celebrating the return of the Dallas Cowboys to the 13th Annual McAllen Holiday Parade, presented by H-E-B and powered by Bert Ogden. The event featured a surprise appearance by Cowboys legend Tony Hill, the announcement of another iconic player joining this year's celebration, and a preview of the exciting attractions coming to Wild Christmas.

With the parade set for Saturday, December 5, organizers are preparing to welcome more than 265,000 spectators for a celebration filled with giant balloons, festive floats, music, lights, and holiday memories.

A longtime supporter of the parade, Dr. Raul Peña welcomed attendees to Peña Eye Institute, continuing a partnership that brings his passion for the Dallas Cowboys to McAllen's holiday celebration. This year's lineup will feature the Dallas Cowboys Stadium float, Rowdy, the team's official mascot, and the world-famous Dallas Cowboys Cheerleaders. Adding to the experience, the Dallas Cowboys Hall of Fame Trailer, a traveling museum celebrating the team's history, will be available for free at Christmas in the Park.

The morning's biggest surprise came with a special appearance by Tony Hill, former Dallas Cowboys wide receiver and Super Bowl champion who wore number 80. Hill delighted attendees by announcing that fellow Cowboys legend Drew Pearson will join Michael Irvin, number 88, at this year's McAllen Holiday Parade. A Super Bowl champion and Pro Football Hall of Famer, Pearson will bring even more star power to the Wild Christmas celebration.

The excitement continued with the announcement of the 2026 McAllen Holiday Parade marching band lineup. Each year, student musicians from across the region bring the parade route to life with their talent, energy, and school spirit.

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This year's participating bands include:

- Johnny G. Economedes High School
- Palmview High School
- La Joya High School
- Juarez-Lincoln High School
- McAllen Nikki Rowe High School
- McAllen Memorial High School
- McAllen High School
- Robert Vela High School
- Sharyland High School
- Sharyland Pioneer High School
- Monte Alto High School
- Donna North High School
- St. John Paul II Academy High School

There's always room for one more on Santa's Good List! The City announced Oliver the Labradoodle as the latest winner of the parade's social media contest. Nominated by his family for spreading love and kindness throughout the community while using his good looks to raise awareness for rescue animals in need, Oliver has certainly earned his spot. Oliver and his family will receive special recognition at the parade, complimentary tickets, and a special gift for their four-legged friend.

Pet owners still have time to nominate their furry friends by sharing a photo and a few words about why they deserve a spot on Santa's Good List. Community members can also be part of the holiday magic by volunteering as giant balloon handlers and banner carriers. To enter the contest or sign up to volunteer, visit mcallenholidayparade.com.

Tickets are on sale now for several viewing experiences, including stadium seating, the McAllen International Airport Skybox, the South Padre Island Vuelta Zone, and reserved parade route seating. For more information, updates, volunteer opportunities, and tickets, visit mcallenholidayparade.com and follow the McAllen Holiday Parade on social media.

The McAllen Holiday Parade is presented by H-E-B and powered by Bert Ogden Auto Group, and proudly sponsored by McAllen International Airport, South Padre Island CVB, Reliant and Lone Star National Bank. Additional sponsors include Budweiser-L&F Distributors, McAllen International Bridge System, McAllen Public Utility, Metro McAllen, McAllen Public Works, The University of Texas Rio Grande Valley, Lone Star Ambulance, Matt's Building Materials, PepsiCo, J. Gonzalez Injury Attorneys, South Texas ISD, South Texas College, McDonald's, Driscoll Children's Hospital, Chick-fil-A Rio Grande Valley, American Electric Power Foundation, McAllen Shines, IBC Bank, Lacks Furniture, Visit McAllen, Hermes, Peña Eye Institute, McAllen ISD, Linebarger Attorneys at Law, PNC Bank, O'Reilly Auto Parts, McAllen Economic Development Corporation, Rhodes Enterprises & Esperanza Homes, Pollux Castor Creative, Explore McAllen, Palenque Group, Halff Associates, B2Z Engineering, Carollo Engineers, Whataburger, Sports and SpawGlass.

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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