



FOR IMMEDIATE RELEASE

FEBRUARY 26, 2026

Contact: Irma Chapa, Director of Communications/ C: 956-995-2815/ E: ichapa@mcallen.net

MXLAN 2026 Returns to McAllen; Opening Day Free *Three Days of Music, Art and Culture Await*

MXLAN returns March 6 to 8, 2026, at the McAllen Convention Center, bringing together art, music, culture, food, and economic dialogue in a three-day celebration that highlights the spirit and creativity of the region. The festival will feature live music, cultural experiences, international participation, and signature events that continue to position McAllen as a destination for binational engagement and Latino arts.

Admission to MXLAN is free and open to the community on Friday for all events, including Pueblo Mágico, the Breakthrough music stage and the evening fireworks show. On Saturday and Sunday, admission is free from 5 p.m. to 7 p.m., allowing families to enjoy evening activities and community programming. Select experiences may require tickets or separate registration.

“MXLAN brings together the best of our past, present and future,” said City Manager Isaac J. Tawil. “Each year, we build on experiences that reflect the energy and creativity of our community, and music remains central to that celebration, with the Breakthrough Stage showcasing emerging Latino artists nightly and the Calenda Street Parade inviting guests to walk, dance and celebrate.”

Pueblo Mágico returns with handmade goods from Mexico and McAllen, while local youth artists bring the La Comunidad Art Project to life. And, Lucha Libre is back with a bold new twist, featuring WhataLucha presented by Whataburger and headlined by legendary luchador Hijo de Santo.

MXLAN 2026 will welcome more than 50 international government officials, including nine high level delegations and two mayor led delegations from Mexico. Visiting partners will participate in Pueblo Mágico throughout the weekend to promote their destinations and strengthen binational ties.

Irapuato, a Sister City since 2000, will bring a ballet folklórico group consisting of five performing couples who will join the Calenda and perform on the community stage, offering festivalgoers an opportunity to experience international artistry firsthand.

-MORE-

Page 2 of 2 - MXLAN 2026 Returns to McAllen; Opening Day Free

A ribbon cutting ceremony led by Mayor Javier Villalobos will take place Friday at 8 p.m. He will be joined by visiting mayors from Mexico, followed by visits to guest city booths for official photos.

“MXLAN is more than a festival. It is a powerful platform for strengthening the bonds we share with our Sister Cities and celebrating the cultural connections that unite us across borders. Their presence, their voices, and their stories are an essential part of what makes MXLAN so meaningful and we are excited and proud to share this experience with our international partners,” said Mayor Javier Villalobos.

Before the evening events, the McAllen Chamber of Commerce will host an economic summit to discuss regional growth and future trends, with a keynote presentation from Emmy-winning journalist John Quiñones. Panels will explore AI, advanced manufacturing, cybersecurity, healthcare innovation, and binational trade.

2026 Lineup:

- El Gran Baile will transform the exhibit hall into a classic Saturday night dance featuring Milla 22, La Lexxion, and Zenzio.
- MXLAN ROOTS engages festivalgoers with environmental education and stewardship.
- MXLAN LIVE debuts pop-up stages with local and regional artists.
- MXLAN Gran Carnaval brings rides and games for families and thrill-seekers alike.
- Sabor & Spirits returns with unlimited tastings from the region’s top culinary destinations and a new bartender competition. The Saturday night experience will feature unlimited tastings from the region’s top culinary destinations, including Muelle 37, Var 37, Piquin Sabor, El Ultimo Taco, Teddy’s BBQ, Felice, Bubba’s Restaurant, Dave & Buster’s, Casa de la Abuela, Barrio 37, STC Culinary Arts, Iwinngs and more.
- Neon Nights 5K continues to grow, surpassing last year’s record with 1,500 registered runners. Presented by iHeartRadio, the race features a high-energy opening and the Extra Mile Post Race Party.

MXLAN 2026 sponsors include: McAllen International Airport, H-E-B, Reliant, L&F Distributors, Whataburger, McAllen Shines, Raising Cane’s Chicken Fingers, Q7 Sports, and Clark Auto Group. With support from these partners, MXLAN continues to bring culture, art, and community to life. For tickets, visit MXLAN.com and be sure to follow us on social media for giveaways and detailed event information.

###

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 public servants across 41 departments, delivering essential services to a community of more than 150,000 residents. City leadership remains committed to transparent governance, fiscal responsibility and enhancing quality of life through innovation, infrastructure, and community engagement. For more information, visit www.mcallen.net