



FOR IMMEDIATE RELEASE

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Fiesta de Palmas Coordination Underway
***Annual cultural celebration set to return to McAllen October 16-18 with fall fun,
live entertainment and many more attractions***

Get ready to celebrate one of the year's most exciting and anticipated events!

Fiesta de Palmas is back at the **McAllen Convention Center from October 16–18, 2026.**

Whether local or visiting from afar, attendees are invited to enjoy three days of unforgettable fun, food, music, and cultural festivities.

This year's event will feature engaging activities and memorable moments at our welcoming McAllen Venues and Convention Center grounds, located at 700 Convention Center Blvd., in McAllen.

The annual celebration will feature an expanded carnival, live music, interactive attractions, seasonal experiences, cultural programming and plenty of opportunities for families and friends to enjoy the fall season together.

EVENT INFORMATION

Dates and Hours:

- **Friday, October 16:** 5 p.m. to 11 p.m. — **FREE ADMISSION**
- **Saturday, October 17:** 3 p.m. to 11 p.m. — **\$10 admission after 4 p.m.**
- **Sunday, October 18:** 3 p.m. to 10 p.m. — **\$10 admission after 4 p.m.**

BEER AROUND THE WORLD

One of the weekend's signature experiences, **Beer Around the World**, presented by **L&F Distributors**, will take place Saturday, October 17, from 6 to 10 p.m.

Tickets are **\$50** and include 10 drink tickets and sampling opportunities from 10 restaurants. Proceeds will benefit Hope Family Health Center, a nonprofit organization providing accessible medical, counseling and wellness services to uninsured and medically underserved individuals and families throughout the Rio Grande Valley.

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SOMETHING FOR EVERYONE

Fiesta De Palmas will offer an expanded lineup of attractions and activities throughout the weekend, including:

- **Expanded Carnival:** More than 30 rides, food vendors and games, including larger attractions for those seeking an adrenaline rush.
- **H-E-B Helping Here Pumpkin Patch:** Families can enjoy interactive games, festive activities, pumpkin customization and the opportunity to pick up and display their own pumpkin. Donations from the Pumpkin Patch will benefit the McAllen Senior Living Program.
- **Fiesta De Palmas Día de los Muertos Altar:** Families can honor loved ones who have passed by submitting photographs for inclusion in the community altar. A special altar will also honor beloved pets and the unconditional love they bring to families.
- **Hay There! Harvest Walk:** Explore a colorful walk-through fall display featuring creatively painted hay bales, festive autumn designs and photo opportunities.
- **Live Music and Community Stages:** Enjoy performances by local musicians, dancers and community groups throughout the weekend.
- **Fiesta De Palmas Mariachi Competition:** Experience the passion and tradition of mariachi as talented school groups compete for top honors. The competition is scheduled for Friday, October 16.
- **Fiesta De Palmas Costume Contest:** Participants can show off their creativity and festive spirit Saturday at the Community Stage, with awards presented to top costumes.
- **EduFiesta, presented by McAllen International Airport:** Families can discover, learn and have fun through interactive STEAM experiences, traveling exhibits, hands-on activities and engaging demonstrations.
- **Artisan Mercado:** Browse unique handmade goods, artwork and specialty items from local artisans and vendors.
- **Fiesta Food Park:** Enjoy a variety of food and seasonal flavors throughout the festival.
- **Lotería:** Take part in this traditional favorite within the Mercado on Saturday and Sunday.
- **Fall Flavors at Fiesta De Palmas:** Enjoy seasonal food and beverage offerings, including festive fall treats and pumpkin-inspired drinks.
- **Fiesta Fireworks Extravaganza:** Cap off the celebration with a spectacular fireworks experience.
- **Laser Tag and Arcade Area:** Enjoy interactive gaming experiences while exploring technology as part of the festival's STEAM offerings.
- **Outdoor Go-Kart Track:** Take a spin on the Fiesta Speedway.
- **Karaoke:** Sing along with a special karaoke experience at the Clocktower St. stage.
- **Fall Photo Opportunities:** Capture memories with festive fall-themed photo installations throughout the festival.

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With a mix of fall traditions, cultural celebrations, entertainment, education, food and family fun, Fiesta De Palmas offers something for everyone to enjoy.

For more information, including event schedules and ticket information, visit fiestadepalmas.com.

MUSICAL TALENT

La Santa Cecilia

La Santa Cecilia is a band from Los Angeles, California, named in honor of the patron saint of musicians. Led by charismatic vocalist Marisol “La Marisoul” Hernández, the band blends Pan-American rhythms such as cumbia, bolero, rumba and tango with rock, jazz and klezmer music. In 2014, they won a Grammy Award for Best Latin Rock, Urban or Alternative Album for their album *Treinta Días*.

Y La Bamba

Y La Bamba is an indie-folk music project led by Mexican-American artist Luz Elena Mendoza, originally based in Portland, Oregon. Their musical style intertwines experimental folk, Latin American music and indie rock, with moving lyrics in both English and Spanish that explore themes of identity and introspection.

Fiesta de Palmas is made possible thanks to the support of its generous sponsors, including **McAllen International Airport, L&F Distributors, Pepsi, Reliant, H-E-B Helping Here, Oscar Health Insurance and Law Office of Javier Villarreal.**

Don’t miss this spectacular celebration of culture, tradition, and community spirit.
Join us October 16–18, 2026, for *Fiesta de Palmas* at the McAllen Convention Center!

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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