



FOR IMMEDIATE RELEASE

August 28, 2026

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The Countdown to Wild Christmas is On

McAllen Holiday Parade announces community chair sales, giveaways, returning favorites and volunteer opportunities

The holiday magic is already in the air! With just 99 days until Wild Christmas at the McAllen Holiday Parade (MHP), presented by H-E-B and powered by Bert Ogden, the City of McAllen is keeping the excitement going with new announcements and ways for the community to be part of the celebration.

This year's parade is once again giving local organizations a chance to shine. Community organization chairs are now on sale, giving groups the opportunity to raise funds while bringing their supporters together to enjoy one of Rio Grande Valley's most beloved holiday traditions. The City also launched its search for the Wild Christmas Animal Grand Marshal and announced Roz the Bunny as the first winner of the Santa's Good List giveaway.

The holiday fun continues with McDonald's, which announced that Ronald McDonald and his McDonaldland friends are returning to the 2026 parade. McDonald's also teamed up with MHP for the Collect Your Texas Social Media Giveaway, beginning Sept. 1. Fans can show off their Texas cup collections for a chance to win a McDonald's swag basket and Big Macs for a year!

The call for parade volunteers is officially underway for those who want to join balloon teams or serve as banner carriers. Interested community members can visit the volunteer tab at mcallenholidayparade.com. Mark your calendars, MHP returns Saturday, Dec. 5, bringing families, friends and visitors together for a night filled with lights, music, giant balloons and holiday memories.

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