



TREE LIGHTING Ceremony



Scherr Legate LIGHTS PARADE



72 | PARADE ENTRIES

57 | FLOATS

4,000 | WALKING PARTICIPANTS

Telemundo 48 WINTER FEST MEDIA SPONSOR

Scherr Legate Lights Parade was broadcasted on Telemundo FAST, KTDO, YouTube channel, and website

TELEMUNDO 48 Social MEDIA




FACEBOOK

15 | POSTS

79 | COMMENTS

15,291 | ENGAGEMENT

1,316 | LIKES & REACTIONS

TOTAL REACH | 259,355






INSTAGRAM

13 | POSTS

5,484 | ENGAGEMENT

3,423 | LIKES

TOTAL REACH | 119,056







Pictures with Santa SNAPSHOT

WEEK 1 823 VISITORS	WEEK 4 2,057 VISITORS
WEEK 2 2,270 VISITORS	WEEK 5 2,331 VISITORS
WEEK 3 2,386 VISITORS	TOTAL VISITORS 9,867





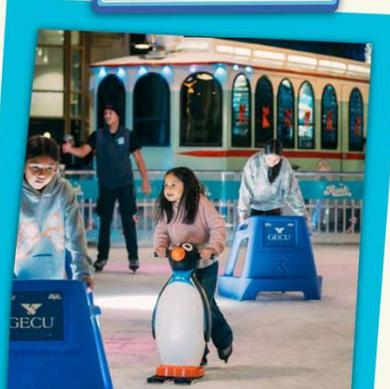
WINTER FEST
Holiday FIESTAS
NOV 23 - JAN 4
PRESENTED BY **POINTEHOMES**

ATTENDANCE:
335,400



WINTER FEST
Holiday FIESTAS
NOV 23 - JAN 4
PRESENTED BY **POINTEHOMES**





19,007 *Ice Skaters*

Holiday Movies

PRESENTED BY PLAZA CLASSIC FILM FESTIVAL






 <p>THE NIGHTMARE BEFORE CHRISTMAS SUN. NOV. 30 3 PM</p>	 <p>ELF SUN. DEC. 7 6 PM</p>
 <p>HOME ALONE SUN. NOV. 30 5:30 PM</p>	 <p>THE POLAR EXPRESS SUN. DEC. 21 3 PM</p>
 <p>IT'S A WONDERFUL LIFE SUN. DEC. 7 2:30 PM</p>	 <p>HOW THE GRINCH STOLE CHRISTMAS 25TH ANNIVERSARY SUN. DEC. 21 6 PM</p>

Total **ATTENDANCE**
6,921



Season
ATTENDANCE: 588,400

THE MARKET
at WinterFest

Season
ATTENDANCE:
68,050

Total Season
LOCAL VENDORS: 55



Food TRUCKS

PAPA SiTAS

LA REiNA DE MiCHOACAN

TAQUIZAS Mi GENERAL

EL AMORE

CHUCO TOWN AF

51 Pet ADOPTIONS

FREE PET ADOPTIONS

PETS FOR ADOPTION

Sensory Friendly
EVENT

Attendance: **1,000**

Loteria
NIGHT

8,100
PARTICIPANTS



Social MEDIA

47,627 FOLLOWERS

1,861 SOCIAL MEDIA POSTS

13,100,227 IMPRESSIONS

The social media section includes three Instagram post screenshots. The first shows a street view with 2,260 likes and 74 comments. The second shows a tree with lights and 447 likes and 5 comments. The third shows a large Christmas tree with 3,775 likes and 15 comments.

USA TODAY 10BEST has recognized El Paso WinterFest as the **Second Place Winner** in the **2025 Readers' Choice Award** for Best Holiday Market!

As we wrap up another unforgettable WinterFest season, we want to extend a h... See more

Merry Christmas El Paso! We hope everyone has an amazing day with their loved ones! Thank... See more

WinterFest is the best feeling

8,873,910 POST IMPRESSIONS

236,399 POST VIDEO VIEWS

5,468,339 POST REACH

Media COVERAGE

WinterFest was shared in **OVER 421 LINKS** of articles and broadcast clips with **21,281,910 UNIQUE VISITORS** for all media outlets.

El Paso's Iconic Tree Lighting & Parade Set to Dazzle Again - NewsBreak

Scherr Legate Lights Parade to kick off 2025 holiday season in El Paso

WinterFest Lights Parade Is Back—Here's Everything to Know

Scherr Legate Lights Parade to kick off holiday season, WinterFest in Downtown El Paso

