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FOR IMMEDIATE RELEASE

WAY OUT WEST Fest Set for September 17th at Southwest University Park

A Fusion of Culture Showcasing all that is GREAT about El Paso

El Paso, Texas May 10th, 2016: Spicy chili, frosty margaritas, cold beer, and live country music! The unique sights, sounds, and flavors of three states and two nations will come together in the heart of downtown El Paso at the first-ever *Way Out West Fest* – where Texas begins and the party never ends!

The day will be bursting with regional flair and talent, to include a *chili* cook-off, featuring the best Chili cooks in the region battling it out for top prizes and bragging rights. And to douse the flames? The *Way Out West Fest Margarita Shake-Off* will showcase the top mixologists doing what they do best – “Stir Things Up!” Festival patrons are invited to sample the various recipes and cast a vote for their favorite! And for those that need more than a taste, “Shake-Off” margaritas will also be available for purchase in the margarita tent.

Way Out West will also feature a one-of-a-kind, outdoor dance floor. Attendees can kick back and listen, two-step, or just sing along as some of the region’s hottest up-and-coming country artists perform live. And if that’s not enough, the day will culminate with a performance by one of country music’s top recording artists – TO BE ANNOUNCED IN THE COMING WEEKS.

EAT. DRINK. DANCE. EL PASO STYLE. Exceptional hospitality, delicious cuisine, and a fabulous climate... Just a few reasons to celebrate *WAY OUT WEST!*

Tickets to *Way Out West Fest* will go on sale in June and will be available through the Southwest University Park Box Office, www.southwestuniversitypark.com or at www.epwayoutwest.com. #EPWOWFEST Facebook: @EPWayOutWest Twitter: @EPWowFest

PRODUCED BY



“What better place to celebrate El Paso and have a party than Southwest University Park? *Way Out West* is a natural extension of our desire to offer a variety of entertainment options at El Paso’s downtown Ballpark. “

Alan Ledford,
President, Leg Up Entertainment – MountainStar Sports Group

“The *Way Out West Fest* will showcase all the sights, sounds and flavors of the *West Texas Town of El Paso* – We are *how the West is Fun!*”

Gina Roe-Davis
President, Rave Marketing & Events

