



## FOR IMMEDIATE RELEASE

Rave Marketing & Events  
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## Way Out West Fest Adds Second Stage to Highlight Local Talent

Independent Nation Stage Added to Footprint

**Monday, August 12, 2024 (El Paso, TX.)** Way Out West Festival organizers announced today the addition of the Independent Nation stage to the festival's new and expanded footprint set to take place in the heart of downtown on Saturday, September 28<sup>th</sup>. Alongside the event's main stage featuring Billy Currington, Chase Bryant, Kassi Ashton, and Trea Landon, the newly introduced Independent Nation Stage will showcase an exciting lineup of the border's rising stars. Independent Nation, an up-and-coming entertainment powerhouse beginning construction in Sunland Park, New Mexico, will be home to performers of the Southwest and beyond. Owners are planning to open doors in late 2025.

Independent Nation's partnership with Way Out West Fest aims to shine a light on independent artists and the local music scene. This year's line-up will be announced throughout the month of August and plans for next year's line-up are already in the works.

"Our collaboration with Way Out West gives us the opportunity to connect with independent artists in our community" commented David Bingham, President, The Heritage Group, the venue developer, "It aligns perfectly with our plans for Independent Nation to provide a platform for both legendary and emerging artists in the entertainment industry".

"Continued growth and inclusiveness create the momentum needed to successfully promote and celebrate everything the Borderplex has to offer", commented Gina Roe-Davis, Owner, Rave Marketing & Events, the event's producer, "Way Out West Fest endeavors to continue to highlight the true talent we have in our community, and we are thrilled to welcome Independent Nation as a partner that will help us do just that."

Join the excitement at WOW Fest with a special 20% discount from Independent Nation. To receive a discount code, simply visit [www.theindependentnation.com](http://www.theindependentnation.com) and sign up to become a founding INthusiast. Early signups will enjoy exclusive IN Passport perks, rewards, VIP access, and much more.

Tickets to Way Out West Country Music Festival are ON SALE NOW online at [www.epwayoutwest.com](http://www.epwayoutwest.com) or the Plaza Theater Box Office. Military savings are available through GovX.com.

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**About Way Out West Festival (WOWFEST)**

Way Out West Fest is an outdoor festival that provides affordable, live entertainment for the whole family, and promotes tourism and economic growth by celebrating the unique history, and diverse cultures and traditions found in the El Paso Borderplex. Way Out West fest is bursting with regional flair and talent, to include a chili challenge, the quest for the best margarita competition, and live music from top country music acts. Bienvenidos! You are invited to EAT. DRINK. DANCE -El Paso style. Exceptional hospitality, delicious cuisine, and a fabulous climate... just a few reasons to celebrate WAY OUT WEST- where Texas begins and the honky- tonk fiesta never ends!

**About Independent Nation (IN)**

Set to redefine entertainment, Independent Nation is opening its doors late 2025 at 420 Sunland Park Drive. This developing, adaptable adventure portal will emerge as the new dimension in community entertainment. A revolutionary venue designed for fans by fans, Independent Nation will span over 100,000 square feet nestled at the intersection of New Mexico, Texas, and Mexico. **IN**thusisasts are invited to a new platform for community connection through ongoing celebrations of music, immersive art, and sports entertainment 300+ days a year.

**For more info contact:****Rave Marketing & Events****915.544.9000**[events@ravemarketing.com](mailto:events@ravemarketing.com)Event website: [www.epwayoutwest.com](http://www.epwayoutwest.com)

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