



FOR IMMEDIATE RELEASE: May 8, 2024



WAY OUT WEST FESTIVAL TAKES THREE STEPS TO THE RIGHT WITH NEW DESTINATION EL PASO COLLABORATION

Billy Currington to Headline; Revamped Festival Footprint

El Paso, Texas – Rave Marketing and Events and the City of El Paso’s Destination El Paso are proud to announce their partnership with the **Way Out West Festival** (WOW Fest), El Paso’s largest downtown music festival. Alongside this announcement comes a new festival footprint and country sensation Billy Currington, who will headline the festival on **Saturday, September 28**.

The new layout plans and 2024 headliner were officially announced at a press conference today at the El Paso Convention Center. The newly formed partnership is between local promoter and festival creator, Rave Marketing and Events and the city’s arm for convention, tourism, venue and event management services, Destination El Paso. Attendees included event sponsors, local media and city officials.

Tickets for the Way Out West Festival are now on-sale through the festival website at www.EPWayOutWest.com, Ticketmaster online or at the Plaza Theater Box office. Military discounts are available through GovX.com.

Now in its eighth year, WOW Fest revealed that its new festival footprint will provide significant expansion to successfully showcase the City’s rich history, unique traditions and the ever-growing demand for large-scale events as economic catalysts. The footprint includes the

El Paso Convention Center's outdoor plaza and 4 blocks on surrounding streets with the main stage erected on San Antonio Avenue.

"From inception, WOW Fest has aimed to elevate El Paso's profile and shift the conversation on a regional and national scale by showcasing the vibrant and distinctive aspects of our community," said Gina Roe-Davis, founder of Rave Marketing and Events and festival architect. "As we step into the next phase of our growth, we will continue to celebrate the unique traditions and cultural richness of our city with the promise of new, expanded experiences for all to enjoy."

"Today marks another great chapter in the story of El Paso's cultural vibrancy and dynamic spirit. This partnership underscores our ongoing commitment to showcasing the very best of our community on a regional and national stage. This year's festival is poised to deliver an unforgettable experience for El Paso and the region," said Mayor Oscar Leeser.

"Destination El Paso is honored to partner with the City and Rave Marketing & Events to bring out all the stops for this year's WOW fest. Collectively, we're working to elevate the quality of life in El Paso in ways that will resonate far beyond the stage," said President and CEO of Destination El Paso, Jose Garcia.

Way out west fest event media kit available here:
[2024 Way Out West Fest Promo Tools - OneDrive \(live.com\)](#)

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DESTINATION EL PASO



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The mission of Destination El Paso is to provide convention, tourism, venue, and event management services to visitors, clients and the greater El Paso community so they can enjoy a pleasurable experience that enhances quality of life and generates economic growth.

ABOUT WAY OUT WEST FEST

Way Out West Fest is El Paso's premier music festival that promotes community, tourism and economic development by showcasing the diverse cultural characteristics, history and traditions within the Borderplex region. Join us in the heart of downtown El Paso, where the unique sights, sounds, and flavors of three states and two nations converge. Way Out West Fest is a celebration brimming with regional flair and talent, featuring a Chili Challenge, The Quest For The Best Margarita Contest, and live country music from nationally touring top country music artists. Welcome, as we invite you to EAT. DRINK. DANCE. EL PASO STYLE. Experience exceptional hospitality, delectable cuisine, and an enchanting climate – just a few of the reasons to celebrate WAY OUT WEST, where Texas begins and the Honky Tonk Fiesta never ends!

ABOUT RAVE MARKETING & EVENTS

RAVE Marketing & Events is a high-level event production and marketing company specializing in crafting top-tier events. The El Paso owned firm excels in devising successful experiential marketing strategies that leave a lasting impact.

ABOUT ASM GLOBAL

ASM Global is the world's leading producer of entertainment experiences. It is the global leader in venue and event strategy and management—delivering locally tailored solutions and cutting-edge technologies to achieve maximum results for venue owners. The company's elite venue network spans five continents, with a portfolio of more than 350 of the world's most prestigious arenas, stadiums, convention, and exhibition centers, and performing arts venues Follow us on Facebook, Instagram, LinkedIn and Twitter.

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