



FOR IMMEDIATE RELEASE  
CONTACT: Whitney Waite  
505-433-3498  
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### **Annual Fiestas de Taos on the Taos Plaza, July 21 – 23**

*Culture-rich tradition brings locals and tourists together for weekend of celebrations*

(Taos, N.M.) The Town of Taos' annual celebration, Fiestas de Taos, will take place this year, July 21 – 23, on the Historic Taos Plaza. Friday's festivities officially begin with the Fiesta Mass and Procession at Our Lady of Guadalupe Church at 5:30 p.m., followed by the opening ceremonies at 7 p.m. on the plaza and conclude at 10 p.m. Saturday's events begin with the Children's Parade at 10 a.m. and will be followed by live music performances on the plaza until 11 p.m. Sunday's events will feature a 10 a.m. Mariachi Mass at the San Francisco de Asis Church, followed by a Historical Parade at 12 p.m. and the closing ceremonies at 7 p.m. on the plaza. This event is free and open to the public.

Between parades, opening and closing ceremonies and special masses, the Historic Taos Plaza will be buzzing with musical and dance performances scheduled every hour throughout the day, including performances from Mystic Dance, the Dave Maestas Band and Suave. Additionally, there will be various craft and jewelry vendors, food and drinks and the annual crowning of the Fiestas Queen.

"Fiestas de Taos is such a fun tradition that brings the Taos community together," said Karina Armijo, Director of Marketing and Tourism for the Town of Taos. "We love to think of it as a time where locals can take a break from their busy schedules to enjoy the beautiful culture that Taos is so well known for."

Fiestas is a celebratory tradition passed from generation to generation, as a way of preserving the rich tri-cultural way of life that has developed in Taos over the last four centuries. This culture is unique to Taos, encompassing pueblo and plains Native Americas, Spanish explorers, conquistadores, French fur trappers and American mountain men.

For more information, visit <http://taos.org/what-to-do/arts-culture/spanish-culture/las-fiestas-de-taos/>.

#### ***More about the Town of Taos...***

Located just 135 miles from Albuquerque's International Sunport and a short, 90-minute drive

from Santa Fe, Taos is home to the country's oldest continuously-inhabited pueblo community, the state's newest national monument, and the highest peak in New Mexico. World-class skiing, hiking, camping, whitewater rafting, kayaking, fishing, and mountain biking can all be found nearby. Motorists enjoy the region's celebrated scenic drives, including the Enchanted Circle and the High Road from Santa Fe to Taos. The area also boasts ample four-wheeling and off road trails that crisscross the backcountry. Golf Digest's four-star-rated Taos Country Club championship golf course offers players spectacular scenery and panoramic mountain views. Other hidden Taos travel gems include cultural sites like the San Francisco de Asis Church, the downtown plaza, "El Corazon de Taos," as well as museums and galleries, weekend music and art festivals, and even llama trekking adventures. Finally, most Taos travelers find that their getaways are not complete without indulging in the local New Mexico cuisine and its famous red and green chile options that infiltrate everything from breakfast burritos to pizza. To learn more, go to [www.taos.org](http://www.taos.org).

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