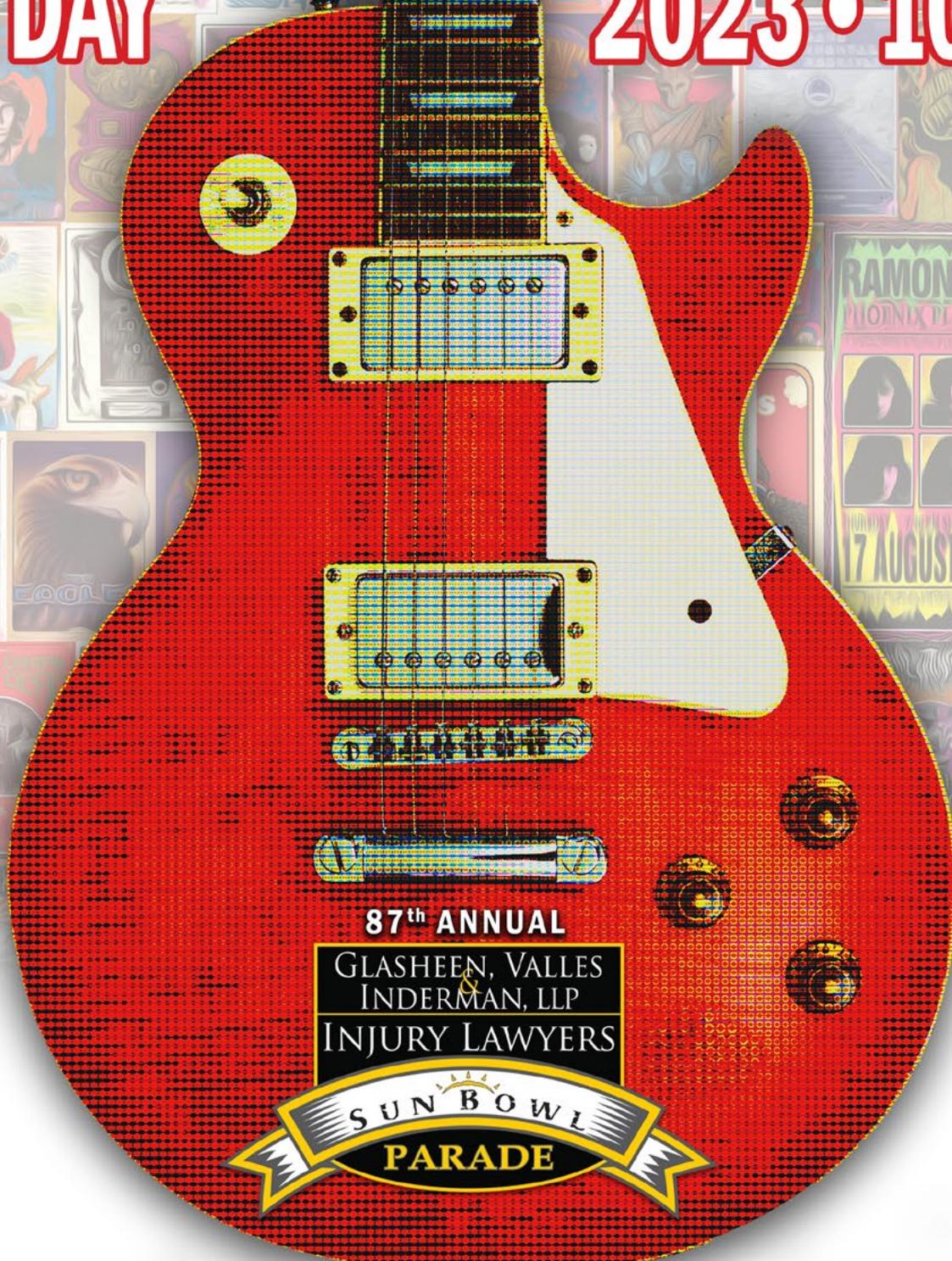


**THANKSGIVING
DAY**

**NOVEMBER 23
2023 • 10 AM**

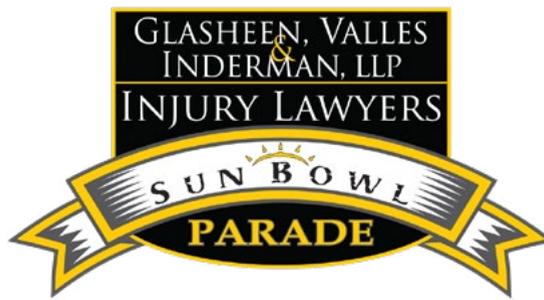


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INDERMAN, LLP
INJURY LAWYERS**



ROCK 'n' ROLL EXTRAVAGANZA

Program compliments of the East El Paso Rotary Club



November 23, 2023

On behalf of the Sun Bowl Association and the great city of El Paso, I welcome you to the Glasheen, Valles and Inderman Injury Lawyers Sun Bowl Parade. We're honored that you are joining us in celebration of this annual community tradition.

The Sun Bowl Association not only puts on this event but also plays host to the second oldest bowl game in the United States. The game and related events bring national attention to our region and provide a tremendous stage to showcase our local attractions, businesses, and hospitality.

El Paso is a very unique city because it borders Juarez, Mexico importing exquisite food, rich culture, and a different language. We welcome you to the area and hope you enjoy the beauty of our mountains, endless outdoor activities, our historical and cultural sites, and get to taste the flavors of our diverse community while basking in our magnificent weather. El Paso is truly unique as a bowl host with the Sun Bowl Stadium built right into the mountains and we're glad to share it with you!

The Sun Bowl Association and our 700-plus volunteers are dedicated to providing our guests with an experience that surpasses all expectations. We are known for our friendly hospitality and intend for all of our guests to leave with an appreciation of our region. During your stay, we invite you to attend our other activities surrounding the Tony the Tiger Sun Bowl game, including the Sun Bowl Pregame Fan Party presented by Visit El Paso, Sun Bowl Fan Fiesta presented by El Paso Live which is December 28th at the El Paso Convention Center, and the WestStar Don Haskins Sun Bowl Basketball Invitational which is December 20th and 21st. I am honored to serve as President of the Sun Bowl Association.

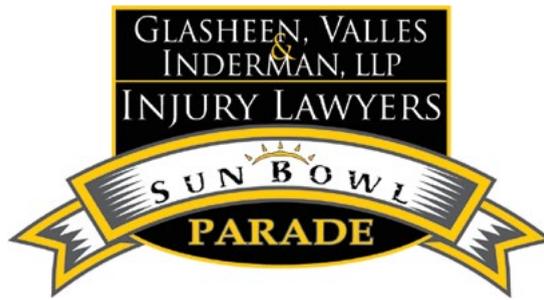
I hope your Thanksgiving Holiday is a great one!

Make sure to take time here in El Paso to experience the wonderful events around the Borderland and cherish the memories you make with your friends and family.

If you need anything during your stay, let me or one of our volunteers know. Our goal is for you to leave here with warm and lasting memories of our game and our city.

Travis Hughes
2023 President Sun Bowl Association





November 23, 2023

Hey, El Paso, get ready, because the largest attended event in El Paso is getting ready to march down Montana Street on Thanksgiving morning, November 23, at 10 a.m. (MT). The Glasheen Valles, & Inderman Injury Lawyers Sun Bowl Parade will begin on Ochoa St. and go east to Copia St. with the pageantry as colorful as ever. This year's theme is "Rock 'N' Roll Extravaganza," which lends itself to some very colorful and exciting floats.

While 2021 gave us a little rain, the 2022 parade was simply spectacular and the Sun Bowl Association, along with the rest of the El Paso community, wants to continue to make Thanksgiving morning our most anticipated and traditional holiday happening. I predict that 2023 will be another banner year for the parade with beautiful weather and sunny skies. None of this would be possible without the partnership that the Association has with the City of El Paso. Without its support, the parade would not be possible. A great big thanks to Glasheen, Valles & Inderman Injury Lawyers, for becoming the title sponsor of El Paso's 88-year-old tradition. Thank you to KTSM and the Sun Bowl Association's Parade Committee volunteers for building and producing one of El Paso's premier events.

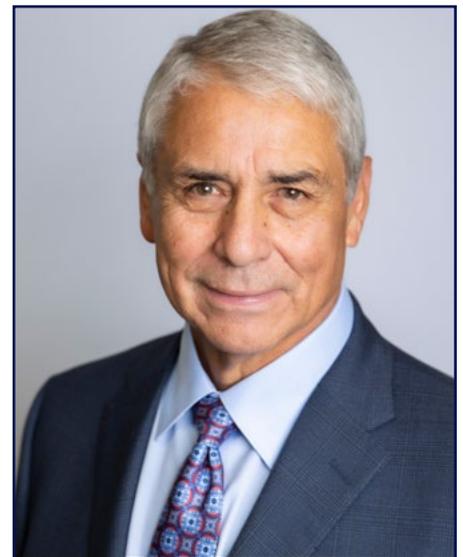
You can catch all the pageantry of the parade on KTSM-Channel 9 or on KTSM.com at 10 a.m. (MST) on Thanksgiving morning, Thursday, November 23.

The Sun Bowl Association is very grateful to be able to produce this great tradition once again for the community of El Paso!

Happy Holidays!!!!

Sincerely,

Bernie Olivas
Executive Director
Sun Bowl Association



GRAND MARSHAL

Tuff Hedeman

Leading the Rock 'n' Roll Extravaganza on Thanksgiving morning will be Four-time World Champion and Pro Rodeo Hall-of-Fame Bull Rider, Tuff Hedeman. He is arguably the most recognized cowboy in the world and a living legend. Bull Riding can be seen as America's original extreme sport.

Hedeman was born in El Paso, Texas, and won many junior rodeos in his youth. In 1980, he won the high school rodeo bull riding and All-Around titles in New Mexico. He won the team roping title and All-Around designation again in 1981. After high school, he attended Sul Ross State University in Alpine, Texas. At Sul Ross, he was a member of the rodeo team, competing in bronc riding, team roping, steer wrestling, and bull riding.

"We have so many great individuals from El Paso and it is time we have the greatest Bull Rider there ever was to lead the Glasheen, Valles & Indernam Sun Bowl Parade," said Olivas. "Hedeman has accomplished so much in the world of bull riding and beyond, it is only appropriate to have him as our 2023 Grand Marshal."

Hedeman was instrumental in starting the Professional Bull Riders. In 1995, he won the PBR World Championship despite an encounter with Bodacious that resulted in numerous broken bones in his face.

Hedeman served as president of the PBR from 1992 to 2004 and was a commentator for televised PBR events from 1999 to 2004. In early 2005, Hedeman very briefly joined the PRCA Xtreme Bulls tour as a sideline reporter for televised events before joining CBR not long after. He was president of CBR from 2005 to 2011 and was a commentator for televised CBR events from 2005 to 2008. Hedeman left CBR in early 2018 to start his own organization: the Tuff Hedeman Bull Riding Tour (THBRT).

Hedeman's hands-on approach has him coordinating every element of the events, which brings action packed performances that keep fans and competitors on the edge of their seats.

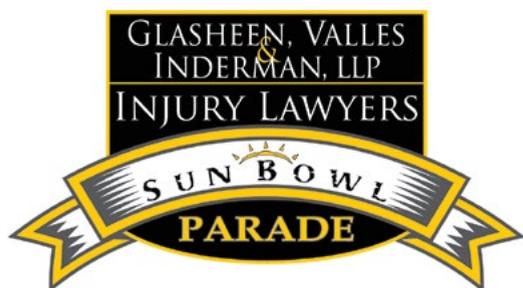
In addition to 27 years of producing great family friendly events, he is known for his historic clashes with the bucking bull Bodacious and his friendship with the late Lane Frost which was depicted in the 1994 film, 8 Seconds.

Hedeman lives on a ranch in Morgan Mill, Texas, outside of Fort Worth. His oldest son, Lane, is named after Lane Frost; his younger sons are Trevor, Ryker and Ripp. He spends his free time traveling to bull riding and team roping events. He married Elizabeth Ann in 2021.

For more information about Tuff Hedeman go to www.tuffhedemanbullriding.com.

Hedeman Honors

- 1988 – Cowboy Capital Walk of Fame
- 1997 – ProRodeo Hall of Fame
- 1997 – El Paso Athletic Hall of Fame
- 1999 – PBR Ring of Honor
- 2002 – Texas Cowboy Hall of Fame
- 2003 – Cheyenne Frontier Days Hall of Fame
- 2010 – Texas Rodeo Cowboy Hall of Fame
- 2016 – Bull Riding Hall of Fame
- 2017 – Molalla Walk of Fame
- 2020 – Rodeo Hall of Fame of the National Cowboy & Western Heritage Museum



GLASHEEN, VALLES
&
INDERMAN, LLP
INJURY LAWYERS



Noe Valles

Kevin Glasheen

Chad Inderman

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Pam Hynes
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915-881-8187

Jaime Olivas
12350 Montwood Dr., Suite 400a
915-849-0662

Northeast El Paso

Keith D Erickson
4525 Sun Valley Dr., Suite 108
915-822-2353

ORDER OF PROCESSION

Parade Chairman: Patsy Achim **Parade Coordinator:** Joe Daubach
Starter & Final Continuity Check: Steve Hayes, Mike Hicks
Pacers: Jaqueline Cuevas, David Brown
Additional Coordinators: Jim Lawrence, Eddie Morelos, Monika C.V. Acosta, David Herrera

<u>Title</u>	<u>Sponsor</u>
<i>All walking banners carried by the Boys & Girls Clubs of El Paso; All Pooper Scoopers in the parade are from Texas Youth Commission</i>	
Glasheen, Valles & Inderman Injury Lawyers Sun Bowl Parade Thanksgiving Day Banner Glasheen, Valles & Inderman Inury Lawyers	
1st Armored Division & Fort Bliss Commanding General-Major General James Isenhower	Fort Bliss
1st Armored Division & Fort Bliss Command Sergeant Major James Light	Fort Bliss
El Paso Mayor Oscar Leeser.....	City of El Paso
Color Guard Non-Commissioned Officers with the Sergeant Audie Murphy Club	Fort Bliss
1st Armored Division Army Band	Fort Bliss
Flyover by One Chinook Helicopter, One Blackhawk and two Apache Helicopters	Fort Bliss
Noe Valles of Glasheen, Valles & Inderman	presented by Glasheen, Valles & Inderman Injury Lawyers
“Elivs Rocks...Turkey Style”	presented by Glasheen, Valles & Inderman Injury Lawyers
Military Police Escort	Fort Bliss
Abrams Tank on HET	Fort Bliss/ 2nd Brigade
M2 Bradley on HET.....	Fort Bliss/ 2nd Brigade
THAAD	Fort Bliss/11th Air Defense Artilary Brigade
M-ATV Armored Vehicle.....	Fort Bliss
Sparky with Fort Bliss Fire Truck Ladder-52	Fort Bliss
El Paso Country Sheriff’s Posse Mounted Escort.....	El Paso Country Sherriff’s Posse
2023 Sun Court - “Sun Rocks”	Cielo Vista Mall - A Simon Property
Grand Marshal Tuff Hedeman	Convertible courtesy of Group 1 Automotive
Young Women’s STEAM Academy Drumline Cheer and Dance.....	Mark Teran
US Border Patrol.....	USPB
LAT Studios	
El Paso Constandable Precinct No. 1.....	
“Tony the Tiger Rocks”	presented by the Tony the Tiger Sun Bowl
Sun Bowl Association President Travis Hughes.....	Convertible courtesy of Group 1 Automotive
Summers of Love 1960s Rock’n’Roll..	presented by Alphas Baseball & sponsored by Maria Mendoza & the Alpha Insurance

2023 Sun Court



Sun Queen

Kaitlyn Deguire

Daughter of Henry Deguire and Emma Saucedo-Cordova

Kaitlyn is an Eastwood High School graduate, majoring in Mechanical Engineering at the University of Texas at El Paso. Aside from being on the Dean's list and receiving the UTEP Emerging Leader Award, Kaitlyn is also involved in UTEP Edge, Alpha Xi Delta, and is a Miner Ambassador. As a research assistant at the W. M. Keck Center, Kaitlyn focuses on training Department of Defense personnel in additive manufacturing and the qualities of various 3-D printed plastics.



Lady-In-Waiting

Alessandra Vasquez

Daughter of Ricardo Vasquez



Alessandra is a graduate of the Valle Verde Early College, and most recently a graduate of the University of Texas at El Paso, where she is now studying for a master's degree in business. In addition to being on the dean's list, Alessandra fills her on-campus life by being a member of the Accounting Society, the Business College Council, and the Women's Empowerment Organization. Alessandra also dedicates her time to volunteering at the El Paso Food Bank, the Kendra Scott Cares program, at Valle Verde Early College and the Center Against Family Violence.



Violeta Amaya
 Daughter of Barbara and Carlos Amaya is currently studying Biological Sciences at UTEP.



Sofia Gomez
 Daughter of Adriana Carmona and Christian Gomez, is a student at Notre Dame studying Sociology, Film, Television & Theatre.



Kathryn Goodrich
 Daughter of Lisa and John Goodrich, is a student at the University of Arkansas pursuing a degree in Agribusiness on a Pre-Law track.



Raegan Jabor
 Daughter of Mark and Michelle Jabor, a junior at Texas Tech University studying Landscape Architecture.



Reese Mann
 Daughter of Tekla and Scott Mann, senior at the University of Mississippi majoring in Allied Health Studies.



Bailey Muckelroy
 Daughter of Eric Muckelroy and Amy Partida, a senior at Texas Tech University pursuing a degree in Human Development and Family Science



Caitlyn Pena
 Daughter of Carolyn and Gregory Peña, a senior at Sul Ross State University studying Political Science



Ashley Rios
 Daughter of Patricia Valdez-Rios and Daniel Rios, a senior at Texas A&M University studying for a Bachelor of Science in Health



The Coronation has been part of the Sun Bowl since the first-ever college Sun Bowl game was played in 1936.

Individuals are chosen for the Sun Court, including one queen, a lady-in-waiting and princesses. Selection is based on poise, personality, communication, interpersonal skills, and the ability to demonstrate knowledge of El Paso. Contestants must be enrolled as full-time students.

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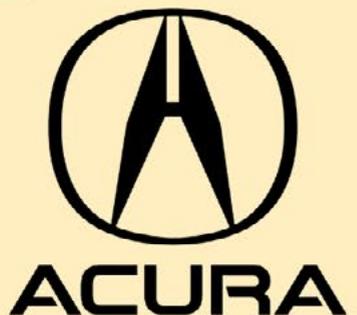
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Thanksgiving



ORDER OF PROCESSION

Title	Sponsor
El Paso County Sherriff's Office	
El Paso Fire Department	
Texas Department of Public Safety.....	
AD Towing & Recovery	Led by Monica and Andy Dominguez
“Solar Rocks” built by Sun Bowl Association Volunteers.....	El Paso Electric Co.
UTEP Marching Miners.....	led by Dr. Brandon Houghtalen
UTEP Dance Team.....	led by Leslie A. Lopez
“DJ Rocky” built by Sun Bowl Association Volunteers	Peter Piper Pizza
City Representatives: Brian Kennedy, Alexsandra Anello, Joe Molinar, Art Fierro.....	
All City Cheerleaders.....	Led by Wayne Thornton
El Paso County Judge Ricardo Samaniego and County Commissioners Liana Holguin & Sergio Coronado	
Texas State Representatives, Senator Ceasar J. Blaco	
Gadsden High School NJROTC	Led by LCDR Mark Morrell
Honoring our Women Veterans built by US Veteran Volunteers & Sun Bowl Association Volunteers.....	local AT&T
Sun Bowl Association 1942 WWII Jeep Restoration Project.....	Veterans, Active Military & Sun Bowl Association
Sacrifice Deserves to be Honored, Honoring Purple Heart Recipients & Gold Star Families	local AT&T
Built by US Veteran Volunteers & Sun Bowl Association Volunteers	
Austin High School Marching Band.....	Led by Michael Mata
El Paso County Constables Office Precint No. 7	
El Paso ICON Amigo Man	presented by Visit El Paso
El Paso Roller Derby	
Jinetes de la Esperanza.....	
Horizon City Police Department.....	
Horizon City Fire Department	
“School of Rock” Region 19 Teachers of the Year	Raiz Federal Credit Union
Socorro High School NJROTC.....	Led by Michael Morales
Socorro High School Marching Band Flags & Missionettes.....	Led Marc Moomaw
El Maida Shrine Temple, El Minya Dancers and Clowns	
“Ozzie Express”	Southwest Baseball League
Sunland Park Police Department	

Vista



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Our family owned and operated business was established in the mid 80's with our first bakery. Thanks to the support and patronage of the citizens of El Paso and surrounding areas, we have grown to include store locations from Horizon to Sunland Park.



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3920 Doniphan Dr. 79922
Ph. (915)833-1075



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ORDER OF PROCESSION

<u>Title.....</u>	<u>Sponsor.....</u>
Sunland Park Fire Department.....	
El Paso Children's Hospital.....	
El Paso Animal Services.....	
"The Old Woman Who Lives in the Rock'n'Roll Boot".....	El Paso Water Utilities
Bowie High School Marching Band, Cheer & Fierce Dance.....	Led by Roberto Campos III
"Bear Diner".....	Seven Crazy Friends
Asociacion de Charro Emiliano Zapata y Escaramuza.....	
AD Towing and Recovery.....	Led by Monica & Andy Dominguez
Socorro ISD Police Department.....	
Socorro Fire Department.....	
El Paso Ghost Busters.....	
Doctor Doolie.....	4-Wheel Center
San Elizario High School Game Day Crew.....	Led by Kevin Elizalde
San Elizario Homecoming Float.....	
Burgess High School Mighty Mustang Band, Golden Guard & Lariats.....	Led by Alex Braud
Kahlo Folklorico Dance Studio.....	
West Valley Fire Department.....	
Department of Veteran Affairs Police Department.....	
United States Custom and Border Protection-Office of Field Operations.....	
Tempo Dance.....	Led by Mandy Twomey
El Paso County Constables Office Precint No. 4.....	
Robo Tron.....	Robert Barron
Saint Patricks Matachines.....	
El Paso Young Marines.....	Led by Joseph Barnes
"El Paso County Missions Rock" built by Ray and Sandra Vasquez.....	County of El Paso
"ZZ TOP Rockin' Smiles".....	Smile Straight Orthodontics & EP Dentistry for Kids
El Paso Community College Police Department.....	
Montana Vista Fire Rescue.....	
West Texas Vettes.....	
Vaqueros de Ascencion.....	

ORDER OF PROCESSION/ABOUT THE SUN BOWL PARADE

Sun City Muscial Arts.....
Lucky Motorsports SEMA Showcased Vehicles Lucky Motorsports Garage
“Whoville Rock’n’Roll Party”.....
Pro-Action.....

Floats Add Color and Character to the Glasheen, Valles & Inderman Injury Lawyers Sun Bowl Parade. Each year, a number of vibrant, creative floats are featured in the Glasheen, Valles & Inderman Injury Lawyers Sun Bowl Parade. Many volunteers devote months of their time to create a unique float to add life-long memories.



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- PRESIDENT'S AWARD
- DUCHESS' AWARD
- GENERAL'S AWARD
- GOVERNOR'S AWARD
- PRINCESS' AWARD
- JUDGE'S AWARD
- GRAND MARSHAL'S AWARD

- NON-FLOAT CATEGORIES
- Best High School Marching Band
- Best High School ROTC



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2019 Tony the Tiger Sun Bowl Float



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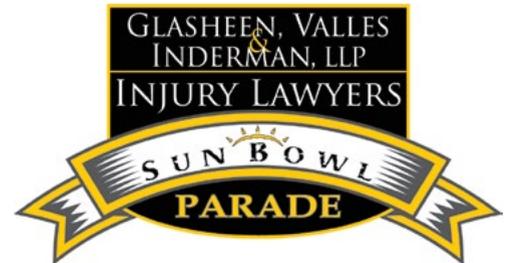
PAST PARADE THEMES & GRAND MARSHALS

PARADE THEME HISTORY

1936—Pageant of History
 1937—Pageant of Beauty
 1938—Pageant of the World
 1939—Pageant of Legends
 1940—Pageant of America
 1941—Pageant of Music
 1942—Pageant of Democracy
 1943—1946, No theme
 1947—Glamour of Southwest
 1948—Pageant of Holidays
 1949—Pageant of States
 1950—Fairyland Fantasies
 1951—Mythology
 1952—The Fabulous Southwest
 1953—Pageant of Humor
 1954—Accent on Beauty
 1955—Between the Book Ends
 1956—Symphony and Song
 1957—Land of Make Believe
 1958—Famous Cities
 1959—Americana
 1960—Holiday Around the World
 1961—Royalty Through The Ages
 1962—Our American Heritage
 1963—Texan Under Six Flags
 1964—Sweethearts on Parade
 1965—Thirty Years of Entertainment
 1966—Old World Charm
 1967—Splendor Under the Sun
 1968—America The Beautiful
 1969—Wonderful World of Walt Disney
 1970—Wide Wide World
 1971—Story Book Heroes
 1972—Once Upon a Time
 1973—Tribute to Time
 1974—Seasonal Spectacular
 1975—Remember When
 1976—Bi-Sun-Tennial
 1977—Music Magic
 1978—Family Fun in the Sun (Jan. 2)
 1978—Colorful Beautiful Southwest (November 23)
 1979—Holiday in the Sun
 1980—4 Centuries '81 – Paso del Norte
 1981—Heroes and Legends
 1982—Entertainment on Parade
 1983—The Golden Years- 50 Years of Pageantry
 1984—World of Fantasy
 1985—Academy Award Movies
 1986—This Is My Country
 1987—We The People
 1988—55 years of Academy Award Movies
 1989—Sights of the Southwest
 1990—Hands Across The Border
 1991—American Pride
 1992—Viva, El Paso
 1993—El Paso's Heroes
 1994—The Future Is Now
 1995—New Horizons
 1996—The Magic of Toys
 1997—Travelers Through The Pass of the North
 1998—Destination El Paso-Gateway to Excitement
 1999—Honor our Past, Imagine our Future
 2000—Favorite Children's Books and Fairy Tales
 2001—The Story Behind the Song
 2002—Nights on Broadway
 2003—Celebrations & Festivals Around The World
 2004—Lights...Camera...Action...
 2005—Cartoon Crazy
 2006—America's Decades
 2007—Childhood Memories
 2008—El Paso Pride
 2009—Don't Touch That Dial
 2010—Building a Dream
 2011—75 Years of Fun in the Sun
 2012—Comic Book Super Heroes and Villains
 2013—Memorable Moments in Entertainment
 2014—Gaming Mania – Video, Board Games and Arcade
 2015—Extraordinary Inventions
 2016—80 Years Around the World
 2017—American Folklore
 2018—Amazing Feats
 2019—Bobbleheads on Parade
 2020—Bobbleheads on Parade
 2021—Happiness is ...
 2022 - Mardi Gras! El Paso Style
 2023 - Rock'n'Roll Extravaganza

PARADE GRAND MARSHALS

1936 Capt. John R. Hughes (Texas Ranger)
 1937 Lucille Browne (actress)
 1938 Miss Noll Collier (actress)
 1939 Miss Neel McKay
 1940 Kathryn Jones
 1941 Joe Bentonelli
 1942 Capt. John R. Hughes
 1943 1946 (no parade)
 1947 Sam D. Myers (most famous saddlemaker in the Southwest)
 1948 Anne Jagoe (1947 Sun Queen)
 1949 Col. Ray N. Lewis
 1950 Gen. John L. Homer
 1951 Maj. Gen. John T. Lewis
 1952 Dr. C.M. Hendricks
 1953 Karl O. Wyler
 1954 Edwin Mechem (N.M. Governor)
 1955 Maj. Gen. Paul W. Rutledge
 1956 Seaborn Collins
 1957 Rev. B.M.G. Williams
 1958 Judge R. E. Thomason
 1959 Tom Lea, Jr.
 1960 Gov. John Burroughs
 1961 Conrad N. Hilton
 1962 Richard Lopez (Boy of the Year)
 1963 Ambassador Raymond Telles
 1964 Col. Mildred I. Clark (Chief of Army Nurses)
 1965 Chris P. Fox
 1966 Gilbert Roland
 1967 Don Haskins and Bobby Dobbs (Texas Western basketball & football coaches)
 1968 Emmett Kelly, Jr.
 1969 Mickey Mouse
 1970 Lee Trevino
 1971 Vikki Carr
 1972 Lee Trevino
 1973 Miguel Pedraza
 1974 LCDR Allen Nichols (Naval POW)
 1975 Mickey Mantle
 1976 Maj. Gen. C.J. LeVan
 1977 Pat Summerall and Tom Brookshier (CBS Sports)
 1978 (January 2) General of the Army Omar N. Bradley and Will Greer
 1978 (November 23) Mickey Mouse
 1979 Richard C. White (U.S. Representative)
 1980 Hon. H. Tati Santiesteban (State Senator, Dist. 29)
 1981 Bob Crippen and Joe Engle (astronauts)
 1982 Karen Baldwin (Miss Universe)
 1983 Bruce Wietz (TV star of "Hill Street Blues")
 1984 Ana Alicia (TV star of "Falcon Crest")
 1985 Laura Martinez Herring (Miss USA)
 1986 Dr. Bonnie Dunbar (astronaut)
 1987 Don Maynard (NFL Hall of Fame inductee)
 1988 Patrick Baca (actor, former El Pasoan)
 1989 Garfield (world's best-known "fat cat")
 1990 Don Haskins (UTEP men's basketball coach)
 1991 Jim Meskimen (actor, Jewel Osco spokesman)
 1992 Little Joe
 1993 Frank Castillo and Butch Henry (MLB players/Eastwood HS graduates)
 1994 Jack C. Vowell
 1995 Capt. James Lovell
 1996 Buzz and Woody of Toy Story
 1997 Tom Lea (artist)
 1998 Jim Burtle and Todd Brost (El Paso Buzzards owner and coach)
 1999 No grand marshal
 2000 Andrew Nemeth (seaman, USS Cole Survivor)
 2001 Sam Donaldson (El Paso native and ABC News veteran)
 2002 Tristen Gale (Olympic gold medalist, skeleton)
 2003 SPC Shoshana Johnson and CPL Joseph Hudson (Iraqi Freedom POWs)
 2004 Alejandro Hernandez (actor, Glory Road)
 2005 Bugs Bunny, Tweety Bird & Sylvester the Cat
 2006 Ron Capps (Brut Revolution funny car driver)
 2007 Haywood Jeffires (NFL All Pro Receiver)
 2008 Ray Mickens (Former Andress High School graduate and NFL standout)
 2009 Dora The Explorer & Go Diego Go
 2010 The City of El Paso for being named the 2010 All American City
 2011 Bill Macatee - (CBS Sports Analysis)
 2012 Spider-Man, Iron Man, and Thor
 2013 Austin "No Doubt" Trout (former W.B.A light middleweight boxing champion)
 2014 Nolan Richardson (Legendary UTEP men's basketball player)
 2015 Members of the 1966 UTEP men's basketball team
 2016 Ginger Kerrick - Flight Operations Directorate Division Chief for the Flight Integration Division at Johnson Space Center
 2017 WWII Veterans
 2018 WWE Superstar Sin Cara
 2019 New York Times Best-Selling Author and Retired Detective Ron Stallworth (BlackKKKlansman)
 2020 Aaron and Alvin Jones (A&A All the Way Foundation/NFL Football players)
 2021 Fabiola Salayandio (HGTV, "Hogar Star" reality design show winner)
 2022 Jimmy Rogers Junior & John Folmer (Legends of the Sun Bowl)
 2023 Tuff Hedeman



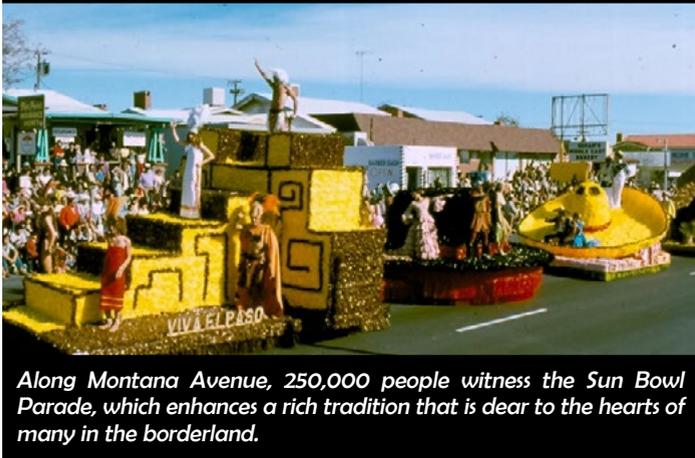
PARADE HISTORY



New Year's Day 1936 was the day it all began; people from El Paso lined the streets to enjoy all of the colorful floats, bands and specialty units that comprised the original Sun Carnival Parade.



From its humble beginnings, the parade has become an unprecedented display of color, excitement and pageantry like nothing else in the region.



Along Montana Avenue, 250,000 people witness the Sun Bowl Parade, which enhances a rich tradition that is dear to the hearts of many in the borderland.



In order to attract more visitors to the Sun City, members of the Downtown Lions Club of El Paso got together in 1935 to organize and plan a parade which could be added to the Sun Bowl events already in place - the Sun Bowl football game and the coronation. But what they never imagined is that this parade would become a yearly celebration full of splendid traditions.



During its infancy, this celebration took place on the same day as the Sun Bowl football game, New Year's Day. However, the football game started being played on New Year's Eve.



For the first seven years of its existence the parade was realized year after year, but World War II forced the organizers to cancel the parade from 1943-46. However, the parade returned to El Paso.



It was not until 1978, that parade organizers decided to switch the date for this celebration, from New Year's Day to Thanksgiving Day. The main purpose was gaining national television exposure. The El Paso business community truly supported the change and the exposure it would give El Paso. Ever since, the parade has been an El Paso Thanksgiving tradition.





Andy Morgan is the Emmy Award-Winning Evening Anchor at KTSM 9 News.

Born and raised in Denver, Colorado, Andy is an outdoor enthusiast. From hiking and biking to ski and golf, he's a sucker for a weekend getaway in the mountains. Andy grew up an avid Denver Broncos, Colorado Rockies, Denver Nuggets, and Colorado Avalanche fan. He would routinely broadcast the

morning announcements in elementary school wearing a John Elway jersey.

After studying communication at Colorado State University, Andy's first job out of college was as a play-by-play announcer in Eastern Colorado. After a year of calling games for the Wray Eagles, he moved to Albuquerque, New Mexico, where he became the sports multimedia journalist at the NBC affiliate — KOB-TV.



Monica Cortez is the Chief Meteorologist for KTSM 9 News.

Cortez was born and raised in the Sun City, and grew up wanting nothing more than to be part of the journalism field. From writing stories that involve the community to sharing her passion for meteorology with the rest of the community, Cortez found her niche in the

KTSM 9 News Family. After graduating from El Dorado High School, she pursued her dreams of being a journalist a few miles away from home, New Mexico State University.

During college, she studied broadcasting and completed internships with television stations in El Paso. She graduated from NMSU with a Bachelor of Liberal Arts.



Karla Draksler is a Multimedia Journalist for KTSM 9 News.

Draksler was born and raised in Croatia, until she met her husband and moved to Germany, and after, to the U.S.

She started her college education majoring in journalism at the Faculty of Political Sciences at the University of Zagreb.

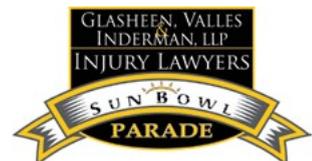


Colin Deaver became the Sports Director at KTSM 9 News in April of 2022, after almost four years of work as the Weekend Sports Anchor and Weekday Sports Reporter at KTSM.

A Heisman Trophy voter that has covered sports at every level from high school to the pros, Colin brings almost 10 years of experience in sports journalism to his new post as Sports Director. Since arriving in El Paso in May of 2018, Colin has covered multiple

watershed events in the Borderland, including UTEP football's first bowl appearance in seven years; a pair of New Mexico State trips to the NCAA Tournament; the Aggies' move to Conference USA; three Sun Bowls; Ivan Melendez's run to winning the Golden Spikes Award; high school state championships; the beginning of El Paso Locomotive FC; and the 2019 Triple-A All-Star Game in El Paso.

Colin has broken many important stories to the Borderland in his time, including Central Michigan replacing Miami in the 2021 Tony the Tiger Sun Bowl. He has also shown his versatility in his coverage of the COVID-19 pandemic and the flooding that occurred in El Paso in the summer of 2021. He will never forget August 3, 2019, the day 23 people were tragically killed in the Wal-Mart shooting and how the city came together to heal in that time.





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2022 AWARDS



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"Mardi Gras Alphas Baseball Style"
 Presented by Maria Mendoza & the Alpha Insurance Services



2022 Queen's Award
"Mardi Gras El Paso Style"
 Presented by Premier Windows & Doors ELP



2022 Grand Marshal's Award
"Mardi Gras Turkey Style"
 Presented by Glasheen, Valles & Inderman Injury Lawyers



2022 General's Award
"Together we can Mardi Gras"
 Presented by Downtonw Lions Club



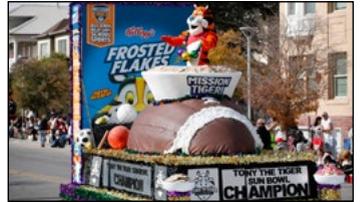
2022 President's Award
"I am community Solar"
 Presented by El Paso Electric company



2022 Princess Award
"Mardi Gras RoboTRON Style"
 Presented by Robert Barron



2022 Duchess Award
"2022 Sun Court Mardi Gras Court Style"
 Presented by Cielo Vista Mall



2022 Governor's Award
"Frosted Flakes and Gumbo"
 Presented by Tony the Tiger Sun Bowl



2022 Judge's Award
"Southwest Baseball Mardi Gras Express"
 Presented by Southwest Baseball League



2022 Honorable Mention
"Mardi Gras Peter Piper Pizza Style"
 Presented by Peter piper Pizza



2022 Honorable Mention
"Bowie Centennial Celebration"
 Presented by Seven Crazy Friends



2022 Honorable Mention
"Carnaval Mexicano Mardi Gras"
 Presented by Castro Family



2022 Honorable Mention
"Whoville Mardi Gras Celebration"
 Presented by Junior Women's Club



2022 Honorable Mention
"Cowboys Party Town"
 Presented by Dallas Cowboys Fan Club of El Paso



2022 Honorable Mention
"Horning Our Veterans"
 Presented by Your Local AT&T Family



2022 Honorable Mention
"Mardi Gras Teachers of the Year"
 Presented by Raiz Federal Credit Union and Region 19



2022 Honorable Mention
"Your County on a Mission"
 Presented by County of El Paso



2022 Marching Band Award Winner
Young Women's STEAM Academy Drum Line



2022 ROTC Award Winner
Gadsden High School JROTC



Fort Bliss Color Guard
 Noncommissioned Officers from the Fort Bliss Sergeant Audie Murphy Club



Grand Marshal
Sun Bowl Legends
Jimmy Roger Jr. & John Folmer



Sun Bowl Association President
Robert Dunlop



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2022 Sun Bowl Queen
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Sun Bowl Parade Title Sponsor

The Sun Bowl Association (SBA) announced a three-year exclusive title sponsorship for the Annual Sun Bowl Parade with Glasheen, Valles & Inderman Injury Lawyers in 2021.

"We are extremely excited to have a new relationship and new title sponsor for this great event and great El Paso tradition," said Executive Director Bernie Olivas. "We hope to make this a long-lasting relationship so that we may be able to host the Glasheen, Valles & Inderman Injury Lawyers Sun Bowl Parade for many many years."

This year marks the 88th edition of the annual parade, which is held on Montana Ave. from Ochoa to Copia and will be televised on KTSM News Channel 9 once again.

"Our law firm is proud to have the ability to not only serve the community of El Paso, but to participate in such a long standing and revered tradition. We are incredibly excited for the opportunity to be the title sponsors of the Sun Bowl Parade, and we look forward to providing the resources to ensure this tradition continues for future generations," said Noe Valles, Partner of Glasheen, Valles & Inderman Injury Lawyers. "We want to extend our thanks to the Sun Bowl Association and we hope to continue our relationship for many years to come."

Glasheen, Valles & Inderman Injury Lawyers' sponsorship provides the resources necessary to put together this amazing 80-plus-year-community event. Glasheen, Valles & Inderman Injury Lawyers will also work with the SBA to secure a Grand Marshal of the parade each year.

Past Grand Marshals include Aaron and Alvin Jones who played in the NFL and have the A&A All the Way Foundation (2020), WWII Veterans (2017), former W.B.A. light middleweight Boxing Champion Austin "No Doubt" Trout (2013), legendary UTEP men's basketball player Nolan Richardson (2014), former UTEP men's basketball coach Don Haskins, former PGA player Lee Trevino and the 1966 NCAA Champion-UTEP men's basketball team (2015).

The Sun Bowl parade started its humble beginnings on New Year's Day in 1936 and has stood the test of time as an annual tradition here in El Paso. The Sun Bowl Association made the switch to a Thanksgiving Day celebration in 1978 and has been the tradition since.

On behalf of the Sun Bowl Association, we are excited to have Glasheen, Valles, & Inderman Injury Lawyers as the new parade sponsors," said Sun Bowl President Natalia Flores. "We look forward to a long-lasting partnership for years to come."

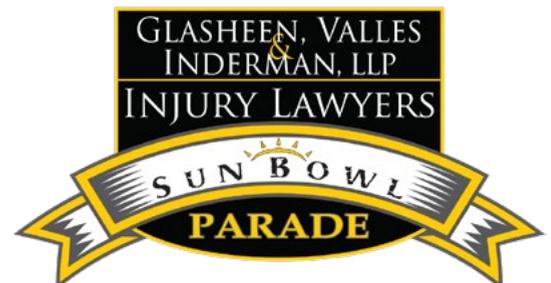
"To have Glasheen, Valles & Inderman Injury Lawyers rise to this occasion and ensure that this 85-year-old El Paso-city parade remain part of our lives is incredible. I can't thank them enough," said Joe Daubach, Special Events Director.

"We are happy to be working with a local company that recognizes the great history of El Paso. The Sun Bowl Parade is a tradition that has entertained families for 85 years. We look forward to seeing all of you on the parade route on Thanksgiving morning," said Sun Bowl Parade Chairman Jim Lawrence who has been leading the parade committee for over 50 years.

ABOUT GLASHEEN, VALLES & INDERMAN INJURY LAWYERS

Glasheen, Valles & Inderman Injury Lawyers was recently voted the Best Law Firm in El Paso by The City Magazine readers. The injury attorneys in El Paso are here to protect your rights and get justice for those injured in El Paso and the surrounding areas. Glasheen, Valles & Inderman Injury Lawyers have worked for years and gained the expertise, network, and resources to properly and effectively represent our clients who have been injured in an accident. The injury attorneys in El Paso work tirelessly for those they represent. Plus, throughout the legal process, the client will never pay one penny unless the case is settled, and the client gets the money deserved. Glasheen, Valles & Inderman Injury Lawyers understand that every case is different; that is why the firm provides free consultations, so the injury lawyers can hear the client's story and evaluate the case to see if Glasheen, Valles & Inderman Injury Lawyers would be the right option to represent you. The injury and accident lawyers in El Paso, as well as the staff members, will lead clients through the legal process and work tirelessly to get justice.

If an injury has affected the lives of you or a loved one, no matter where you live, our accident lawyers in El Paso will gladly provide you with a free consultation and hear your story, so we can evaluate your case. For immediate contact, call Glasheen, Valles & Inderman Injury Lawyers directly, 915-301-9441 or go to GVILAW.COM



SUN BOWL ASSOCIATION



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Executive Director



Pam Carter
Financial Manager



Joe Daubach
Special Events Director



David Brown
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Eddie Morelos
Media Relations Director



Jay Pritchard
Marketing Director



Monika Acosta
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Parade Chairman



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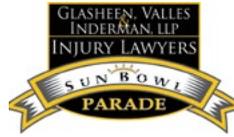
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*The Sun Bowl Association would like to thank the following for their support of the
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(We apologize for any omissions or misspelled names.)

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