



For Immediate Release

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4TH ANNUAL LAS CRUCES CHILE DROP

Will it be RED or GREEN?

The 4th Annual Las Cruces Chile Drop is ready to roll. The festivities begin at 9pm on December 31, 2017. Plaza de Las Cruces will host the state's premier New Year's Eve celebration. Kate Bieri, of KVIA TV, will serve as this year's Grand Marshal. The Chile Drop Queen will also be introduced during Grand Opening Ceremonies.

"This celebration is a wonderful way for our community to end 2017 and ring in 2018" said DLCP Executive Director Jennifer L. Garcia Kozlowski, "We have so much to be grateful for and having an event like this where Las Cruces can celebrate together reminds us how tremendous our community is."

Admission is free. There will be food trucks, High Desert Brewers Beer Garden, free party favors, music, and special dance performances.

Make an evening of it. Come early, stroll Downtown, enjoy dinner, and stay to celebrate New Year's Eve by dropping a chile. Dragonfly will have extended hours. "Kick New Year's Eve off right, with us," said Carin Kelly, partner and front of the house manager for Dragonfly. We will have a full menu and chef specials and just in time for NYE, we have beer and wine."

New York has the ball drop, Atlanta has the peach drop, but our Chile is hottest of all.

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SNAP SHOT:

EVENT

9pm - 12:30am

December 31, 2017

Plaza de Las Cruces

100 N. Main Street

Piñata for the kids provided by Kiwanis Club

Mariachi (9pm) on stage featuring Mariachi Las Munecas "We are beauty, we are music, we are tradition"

Weaver Crane will again hoist the 19ft long Chile high into the night sky

Downtown Restaurants:

Dragonfly extended hours 11am-1am

Food Vendors for Chile Drop: table seating available

Green Chile Paddy Wagon

Happy Dog

Wannabe Farms

Three Crosses Kettle Corn

The Juice is worth the Squeeze

Party Animals

Emmy's Elephant Ears

Half Baked Food Truck

Multiple dance performances by BAZAAR Dance of El Paso

Inspired by our long time sponsor, Las Cruces Motorsports, we will feature motorcycles at the event.

Crystal Clear photo booth on sight for party photography