

STATE OF NEW MEXICO
County of Luna

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Media Release

In an effort to celebrate Luna County as a leader in chile production, the county’s Community and Economic Development Department is planning a Salsa Festival slated for July 2016, but help is needed to help lay the groundwork for what will be an international event.

The Salsa Festival will be held Saturday, July 23 and Sunday, July 24 around Luna County Courthouse, 700 S. Silver Avenue. Currently, volunteers are needed to help run various planning committees for the festival. A committee kickoff meeting is scheduled for 5:30 p.m. on Tuesday, Jan. 5 at the office of Border Pest Control, 3100 E. Pine St.

“We want people from around the community, state and Mexico to join us to participate in a series of fun and tasty events centered on Luna County chile,” Jessica Etcheverry, Community Projects director, said. “Our community has a strong tradition of agricultural and we know how to have fun, so we think the festival will be a great opportunity for locals and visitors.”

Due to the planned scope of the event, there are many committees needing volunteer help. Among other attractions, the festival is planned to include a chile food cook-off, carnival, tasting tent, dance, international food tent, salsa/menudo/pear cactus jam recipe contest and kid zone.

To prepare for the event, the following committees are being organized: vendor/crafts, entertainment, alcohol, kid zone, carnival, dance contest, international food, horse shoe/washers, salsa contest, media/advertising, softball tournament, security and chile cook-off. To volunteer for a committee, contact Etcheverry at (575) 543-6643 or jessica_etcheverry@lunacountynm.us. Also, feel free to attend the January 5 meeting for more information or to volunteer.

“This event will serve two purposes for Luna County and its residents,” Charles “Tink” Jackson, Luna County manager, said. “We hope to eventually draw thousands in attendance, so it will be beneficial for our local hotels and restaurants, as well as an opportunity for everyone to have family-friendly fun in New Mexico’s top chile community.”

Luna County will publicize more details for the event as it nears, but organizers want to get a head start on planning to make sure it is fun for everyone.

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