2020 Fan Favorites Thanksgiving Day Virtually On

Sun Bowl Parade

Hyundai

2019

#ElPasoStrong

Grand Marshals

Aaron & Alvin Jr. Jones
November 26, 2020

Happy Thanksgiving and hope you enjoy the 84th Annual Oscar Leeser’s Hyundai of El Paso Sun Bowl Virtual Parade!

First, I want to thank Oscar Leeser’s Hyundai of El Paso for its support as title sponsor of this wonderful event. Its generous support of the Sun Bowl and the El Paso community.

The Oscar Leeser’s Hyundai of El Paso Sun Bowl Parade has become an El Paso Thanksgiving tradition. It is also the largest event held in El Paso, with over 250,000 people attending each year. Seeing the El Paso community come together to enjoy the parade and make lasting memories is an incredible feeling. This year due to the circumstances, we wanted to make the parade a reality for everyone to watch virtually from anywhere, thanks to Bernie Olivas and the Sun Bowl staff for going above and beyond to make this possible.

In addition, this parade would not be possible without our volunteers and Parade Chairman, Jim Lawrence, that give countless hours of their own time to make sure the parade is the best it can be without any expectation of compensation or recognition. My heartfelt thanks go out to the Sun Bowl staff, volunteers and parade participants, as your community spirit and love of our city are what makes El Paso a great place to live and raise our families.

Finally, we had an amazing response from local businesses, groups and schools who participated in the parade this year. Although it had to be done virtually, we are thrilled to continue to feature amazing floats, award-winning marching bands and equestrian teams, along with many other talented groups. Thanks to our partners at KTSM that helped tremendously to film the parade for your viewing pleasure.

From my family to yours, I want to wish you all a very Happy Thanksgiving. Please continue to stay safe and we will get through this together, as we are El Paso Strong.

Thanks for watching and enjoy the parade!

Your Friend,

Natalia Flores
2020 President
Sun Bowl Association
November 26, 2020
While 2020 has been an unusual year, the Sun Bowl Association will make Thanksgiving morning a usual happening. Thanks to Oscar Leeser’s Hyundai of El Paso, KTSM, and the Sun Bowl Association’s Parade Committee, we are excited to bring you the first ever Oscar Leeser’s Hyundai of El Paso Virtual Sun Bowl Thanksgiving Day Parade.

For the 84th year, the parade must go on. While there will be no floats, or bands, or equestrian groups moving down Montana St., you can still catch all the pageantry of the parade on KTSM-Channel 9, or on KTSM.com at 10:00 a.m. on Thanksgiving morning.

The parade will be led by our Grand Marshals, twin brothers Aaron and Alvin Jones, Burges High School Graduates who have made a name for themselves in the NFL. Most importantly, they have created the A & A All the Way Foundation to give back to the youth in the country. I would like to thank all the participants who allowed us to make this happen by videotaping their floats and acts while keeping with the Covid-19 protocols.

KTSM and its staff has taken the videos and edited them to make it a real parade on television. Of course, all this was made possible by our title sponsor Oscar Leeser’s Hyundai of El Paso. So sit back, relax with a nice hot chocolate, and enjoy the parade before digging into that Thanksgiving turkey. Most of all, stay safe, wear your masks in public, and keep your distances.

Happy Holidays!!!!

Sincerely,

Bernie Olivas
Executive Director
Sun Bowl Association
The El Pasoans are children of two U.S. Army Sergeants Majors and have a knack for giving back to the community they grew up in and love so dearly. The Jones brothers started the A& A All the Way Foundation, a non-profit organization that is dedicated to making an impact in the lives of the nation’s youth through charitable giving and action. The foundation actively executes events that inspire, educate, and promote unity and diversity across multiple communities.

“In a very incredible year that we are living through, we have two incredible El Pasoans serving as the Grand Marshals of the Oscar Leeser’s Hyundai of El Paso Virtual Thanksgiving Day Parade. Twin brothers Aaron and Alvin Jones are not only accomplishing great things as professional football players, but they are also doing great things off the field by giving back through the A & A All the Way Foundation that they established, aiming to make an impact in the lives of our nation’s youth through charitable giving and action,” Sun Bowl Association Executive Director Bernie Olivas said. “It is a great honor to have two prominent members of our community lead our parade in the first ever virtual Thanksgiving Day Parade.”

Aaron and Alvin always joined their parents during volunteer opportunities and learned from a young age the importance of their contributions. Even at a young age, the two have shown support for the El Paso community by serving in soup kitchens on Thanksgiving Day, participating in community service throughout high school, assisting with fundraisers, and more. Aaron and Alvin are currently using their larger platform they now have to support children and families “All the Way.”

Aaron currently plays for the Green Bay Packers and Alvin previously played for the Baltimore Ravens and is a free agent.
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Northeast Rotary of El Paso has been around for 61 years. Even as we postponed our Car Raffle, we were able to Serve by giving over $40,000.00 back to our Community. This year our annual School Drive supporting our local Schools with Supplies, Katies Pantry, Partnering up with other Clubs to help a greater need with Water for the Homeless.

We Welcome and invite you to join us by Zoom every Friday @ 12noon.

Follow us on:
Instagram: @northeastep2020
Twitter: Northeast El Paso Rotary Club
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If you are interested in a greater purpose to Support your Community, Rotary may be for you!

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<td>Abrams Tank ...................................................................................</td>
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<td>Patriot Missile Launcher ................................................................</td>
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<td>Fire Truck with “Sparky” ................................................................</td>
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<td>Coronado High School Marching Band ............................................</td>
<td>Led by James Smith</td>
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<td>Burgess High School Marching Band</td>
<td>Led by Mike Porras</td>
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Floats Add Color and Character to the Oscar Leeser’s Hyundai of El Paso Sun Bowl Parade. Each year, a number of vibrant, creative floats are featured in the Oscar Leeser’s Hyundai of El Paso Sun Bowl Parade. Many volunteers devote months of their time to create a unique float to add life-long memories.

AWARDS ARE TYPICALLY GIVEN EACH YEAR IN THE FOLLOWING CATEGORIES:

- SWEEPSTAKES AWARD
- QUEEN’S AWARD
- 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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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—Night's on Broadway
2003—Celebrations & Festivals Around The World
2004—Lights...Camera...Action...
2005—Cartoon Crazy
2006—Americas 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

PARADE GRAND MARSHALS

1936—Capt. John R. Hughes (Texas Ranger)
1937—Lucille Browne (actress)
1938—Miss Noli 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 Jago (1947 Sun Queen)
1949—Col. Roy N. Lewis
1950—Gen. John L. Homer
1952—Dr. C.M. Hendricks
1953—Carl O. Wyler
1954—Edwin Mechem (N.M. Governor)
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 L. 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—L.C.D.R. Allen Nichols (Naval POW)
1975—Mickey Mantle
1977—Pat Summerall and Tom Brookhier (CBS Sports)
1978—(January 2) General of the Army Omar N. Bradley and Will Green
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 Naughten (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 Burlew 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—Butch Patrick (Brut Revolution funny car driver)
2006—Ron Capos (NFL All Pro Receiver)
2007—Haywood Jeffires (NFL All Pro Receiver)
2008—Roy McKennis (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 Maccatee - (CBS Sports Analyst)
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 (BlackKKLansman)
From its humble beginnings, the parade has become an unprecedented display of color, excitement and pageantry like nothing else in the region.

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.

Along Montana Avenue, 250,000 people witness the Oscar Leeser’s Hyundai of El Paso 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.
**Hometown:** El Paso  
**Alma Mater:** University of Texas at Austin, J.M. Hanks High School

**Hobbies or hidden talents?** I’m a musician and have been in bands since I was 15.

**Tell us about your pets or family:** I have a Shih Tzu named Stassi. My family is your typical, close-knit, loud, proud Mexican-American clan.

**If someone were to play you in a movie, who would you want it to be?** Just make a CGI version of me. Lester Holt can do the voice.

**Who is your biggest hero?** My mother, Norma. She’s a breast cancer survivor and the rock of our family.

**Favorite Food:** Ask anybody who knows me, and they’ll tell you I probably eat Chipotle 4-5 times per week.

**Favorite musician:** There are way too many in contention for this one. Giorgio Moroder is near or at the top.

**One thing people don’t know about me:** Cheech Marin is my uncle. I’m kidding. That would be neat, though.

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**Title Sponsor, Oscar Leeser (far left), joins Sun Bowl Association Executive Director, Bernie Olivas on the broadcast with Natassia Paloma and Daniel Marin (far right) of KTSM TV during the 2019 Oscar Leeser’s Hyundai of El Paso Sun Bowl Parade.**

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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 New Mexico State University, 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.

The opportunity to write feature stories about the community, while keeping an eye on El Paso’s weather came true for Cortez.

Cortez graduated from Mississippi State, earning her Meteorology seal.

In the short time she’s been Chief Meteorologist for KTSM, she created two brands, Weather Watchers and Weather Warriors, that allow the community to be part of the Weather Authority team. On top of creating new brands for the station, she put together the city’s first-ever Weather Fest, where students competed to win the Ultimate Warrior Award.

This earned her the city’s very first Weather Ambassador Award. For the last three years, Monica Cortez has won the city’s Best of the Best award.
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Funds raised through this event will benefit the Rotary Club of Anthony NM/TX which supports:
- educational support programs in Southern NM
- local food pantries
- local Veteran’s Programs
- Experimental Aviation Association Chapter 1570 (EAA)
- the Flight to Fight
- Polio Plus.
2019 Sweepstakes Award
“Water Wars”
Presented by El Paso Water Utilities

2019 Queen's Award
“Game of Thrones”
Presented by the El Paso County Challenge Academy

2019 General’s Award
“El Paso Strong, Honoring our First Responders”
Presented by Oscar Leeser

2019 President's Award
“Viva El Paso”
Presented by Downtown Lions Club

2019 Governor's Award
“Thanksgiving Day Turkey”
Presented by Oscar Leeser’s Hyundai of El Paso

2019 Judge's Award
“MLB Legends”
Presented by Southwest Baseball League

2019 Duchess Award
“Preserving Our Heritage”
Presented by County of El Paso

2019 Princess Award
“Krampus is Coming”
Presented by Kaleidoscope Art Market

2019 ROTC Award Winner
Young Marines of El Paso

2019 Marching Band Award Winner
Franklin High School Marching Band
“It is with great sadness that I’m sharing the passing of my mother, Rhoberta Leeser. She will be dearly missed by her entire family but we are comforted to know she’s once again with my father. Please keep her in your prayers,” Leeser said in a Facebook post.

Leeser is in a runoff with incumbent Mayor Dee Margo. The election is Dec. 12.

Rhoberta Leeser, 89, is known across the Borderland for her appearances with her son in his auto dealership commercials.

Oscar Leeser told former El Paso Times staff writer Ramón Rentería in a Dec. 24, 2010, report that the idea to feature her came about when he remembered how his mother used to pinch him on the cheek and tell others he was a good boy.

“I always tell people my mother thought if I ever did anything wrong as a little boy, it couldn’t have been me,” he said at the time. “I think to this day she still believes I never did anything wrong.”

Rhoberta Leeser became famous in the region for the commercials in which she said, “My Oscar, he’s such a good boy.”

Was Leeser, the fifth in a family of three boys and four girls, really such a good boy?

“Absolutely,” Rhoberta Leeser told Rentería without hesitation.

Rhoberta Leeser was a Realtor credited as a Multi-Million Dollar Producer with The Advantage, Realtors, where she was one of three partners, according to a Sept. 22, 1996, clip from the El Paso Times.

She lived in Chihuahua City for many years and taught at the University of Mexico before moving back to El Paso.

Rhoberta Lakehomer was born June 13, 1931. She married Arthur Leonard Leeser on July 14, 1950, in Chihuahua, Mexico. Her husband died Jan. 8, 2018, at 90. Her parents were Jorge Lakehomer and Lillian Kesarler.
The Sun Bowl Association would like to thank the following for their support of the 84th Annual Oscar Leeser’s Hyundai of El Paso Sun Bowl Parade

(We apologize for any omissions or misspelled names.)

Special Thanks:
- Oscar Leeser’s Hyundai of El Paso
- A D Towing & Recovery
- City of El Paso
- El Paso Independent School District
- El Paso Police Department
- KTSN TV
- The Church of Jesus Christ of Latter Day Saints
- Union Pacific Railroad
- YMCA

Parade Supporters:
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- St. Clements Church
- Sun Bowl Association Board of Directors & Advisory Board
- Texas Youth Commission
- Traffic Control Specialists
- Trinity First United Church
- US Army Recruiting Company
- Vista Hills Optimist Club

Bond Judges:
- Alvin Garcia
- Charles Angerstein
- Linda Lawson
- Nellie Ponikvar

Float Judges:
- Ricardo Barraza
- Mary Alice Shashy
- Rebekah Lisette Wierson
- Sharon Vass

Material Donations for Float Construction:
- El Paso Machine and Steel Inc.
- The Home Depot

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- Jim Lawrence, Parade Chairman
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- Alfonso Campos Jr.
- Anni Escobedo
- Annette Torres
- Art Munoz
- Bernie Sargent – Judge Chair
- Carolyn Lawrence
- Charla McDaniel
- Charles Thomas
- Charles Vass
- David Thackston
- Doug & Barbara Bevins
- Eddie Ramirez
- Estefania Torres
- Guillermo Jauregui
- Harvey Roberson
- Ismael Legarreta
- James Allen
- James, Abbey and Amanda Lawrence
- James Camacho
- Jennie Larder
- Jessica Duarte
- Jesus Gonzalez
- Jim Booher
- Joe Ramirez
- Joseph Blas
- John Donovan

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- Eddie Morelos – Media Relations Director
- Ellen Hughes – Ticket Manager
- Jay Pritchard – Marketing Director
- Joe Daubach – Special Events Director
- Pam Carter – Financial Director
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- Monika Valtierra- Media Relations Intern
- Emmanuel Esparza- Media Relations Intern
- Krystal Gamez - Media Relations Intern
- Sophia Hernandez- Media Relations Intern
- Silvana Soto - Media Relations Intern
- Ivan Pierre Aguirre – Photographer

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Happy Thanksgiving

From our family to yours!

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