

88th ANNUAL

GLASHEEN, VALLES
&
INDERMAN, LLP
INJURY LAWYERS



**CELEBRATE, HONOR
& REMEMBERING
ALL THE HEROES
WHO HAVE SERVED**

**NOVEMBER 28, 2024 •
THANKSGIVING DAY 10 AM**



**GRAND MARSHAL:
EL PASO LEGEND
WAYNE THORNTON**

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Special Thanks

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&
INDERMAN, LLP
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Noe
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Glasheen

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EL PASO, TEXAS • 5 & 7 PM



For more information: sunbowl.org • 915-533-4415

Grand Marshal Wayne Thornton



The Sun Bowl Association and Glasheen, Valles & Inderman Injury Lawyers are proud to have El Pasoan and former Sun Bowl Association Board President, Wayne Thornton as the Grand Marshal for the 88th Annual Glasheen, Valles & Inderman Injury Lawyers Sun Bowl Parade.

Thornton served as the Sun Bowl Association President in 2005, and remains on the Board of Directors for the association. In addition, Thornton retired from the City of El Paso Parks and Recreation Department in February 2020, concluding a 43-year career with the department.

“I’m beyond honored to be able to lead the Sun Bowl Parade as the Grand Marshal,” Thornton said. “It’s especially neat as I will get to experience this parade as a participant, as I typically volunteer and help on parade day.”

One of Thornton’s proudest accomplishments is having been a part of the start to the Junior League’s Midnight Basketball Program in 1994, at a time when El Paso faced many gang-related issues. The Midnight

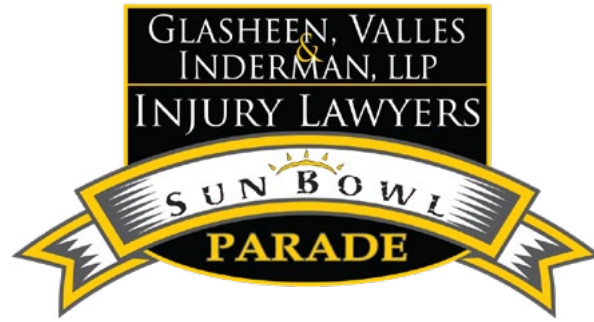
Basketball Program caught on from 1994 until 2003, taking hundreds of young men off the streets at night for practices and weekend games, leading to a declined rate of gang violence.

“There will always be a need to help our troubled youth,” Thornton said.

Thornton has been known in the El Paso community for decades through his weekly column in the *El Paso Times*, to his involvement in local sports. His impact in the city of El Paso has been so grand, that in February 2023, he had a building named in his honor, the Wayne Thornton Community Center at Grandview.

“There are few people who represent the El Paso community as well as Wayne does,” Sun Bowl Association Executive Director, Bernie Olivas said. “What he has done for us here at the Sun Bowl Association is tremendous! From helping with the Charm Camp to the Basketball Skills Camp, Wayne is more than deserving of this honor.”





November 28, 2024

On behalf of the Sun Bowl Association and the great city of El Paso, I welcome you to the Glasheen, Valles & Inderman Injury Lawyers Sun Bowl Parade. We're honored that you are joining us in the 88th annual celebration of this community tradition.

The Sun Bowl Association has a rich history in El Paso, and I am proud to serve as the President of the Sun Bowl Association. As a native El Pasoan, I have fond memories watching the parade as a kid, performing in the parade and now, it is an annual kick off to the holiday season that I share with my wife and two children. We love to watch as marching bands, horses, dancers and floats fill Montana Avenue with music and color that are unmatched. I am thankful for this opportunity to represent the Sun Bowl Association at this time-honored El Paso tradition.

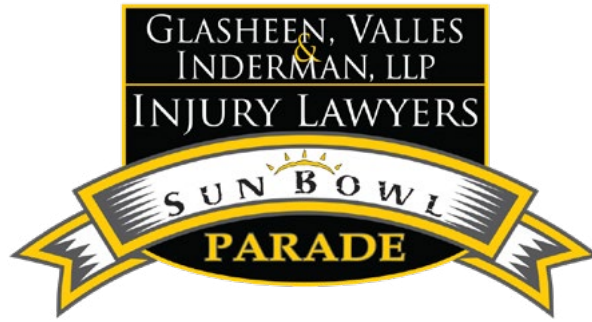
The Glasheen, Valles & Inderman Sun Bowl Parade kicks off an exciting time in El Paso as we prepare to play host to the second oldest bowl game in the United States, The Tony the Tiger Sun Bowl on Tuesday, Dec. 31, 2024. The Sun Bowl Association and our 700 plus volunteers provide our guests with an extraordinary experience at all Sun Bowl Association events. Be sure to join us at the events leading up to the bowl game including the WestStar Don Haskins Sun Bowl Basketball Invitational Dec. 20 – 21 and the Sun Bowl Fan Fiesta presented by Visit El Paso at the El Paso Convention Center on Dec. 30.

Thank you for sharing your Thanksgiving morning with us. I'm honored that you and your family dedicated your time to celebrate our region and that the Glasheen Valles & Inderman Injury Lawyers Sun Bowl parade is a part of your holiday celebration. I look forward to seeing you at the Sun Bowl on December 31 at high noon!

Sincerely,

Michael Guerra
2024 President





November 28, 2024

Hey, El Paso, get ready, because the largest-attended event in El Paso is getting ready to march down Montana Street on Thanksgiving morning, Nov. 28, 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.

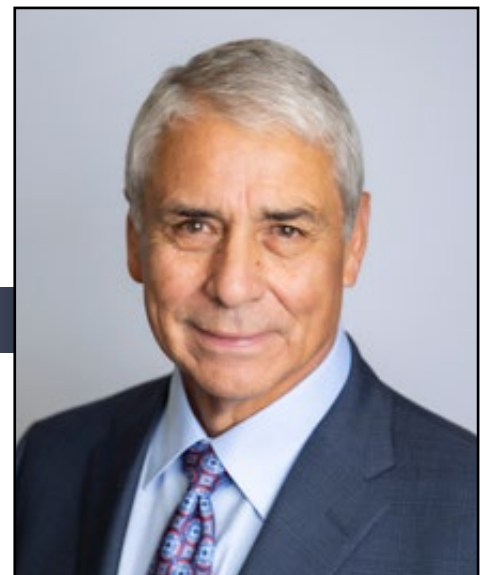
This year's theme is "Celebrate, Honor & Remembering All The Heroes Who Have Served," which lends itself to some very colorful and exciting floats.

The 2023 edition of the Sun Bowl Parade was another banner year for El Pasoans to enjoy with beautiful weather and sunny skies, and we are hoping for another gorgeous day in the Borderland on Thanksgiving morning.

We would like to give thanks as none of this would be possible without the partnership that the Sun Bowl Association has with the City of El Paso. Without its support, the parade would not be possible. Another 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. The Sun Bowl Association is very grateful to be able to produce this great tradition once again for the community of El Paso!

Sincerely,

Bernie Olivas
Executive Director



Dreaming up the ideal retirement is your job. Helping you get there is ours.

We're excited to hear from you.



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Michael A Flores, AAMSTM™
 6301 Northern Pass Suite 6a
 915-760-4944

Brian N Mosher, CFP®
 6801 N. Mesa St., Suite B208
 915-581-8973

Jesus Horton, CFP®, ABFPTM™, AAMSTM™
 6006 N. Mesa St., Suite 1007
 915-585-1912

Pam Hynes
 7181 Westwind Dr., Suite C
 915-833-7218

Charles D Dodds III, AAMSTM™
 7933 N. Mesa St., Suite K
 915-875-1520

Pedro Chavez
 6006 N Mesa St. Suite 1007
 El Paso, TX 79912

Central El Paso

Dave Forney, CFP®, AAMSTM™, CRPC™
 201 E. Main Dr. Suite 1302
 915-533-3355

East El Paso

Kevin C Long, AAMSTM™, CRPC™
 10960 Montwood, Suite D
 915-594-2974

Abraham Arroyos, CRPC™
 1600 Lee Trevino Dr., Suite C-2
 915-591-0124

Bradley V Byers
 6767 Viscount Blvd., Suite 103
 915-881-8187

Isaias Puente
 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: Jim Lawrence

Parade Coordinator: Joe Daubach

Pacers: David Brown & Eddie Morelos

Starter & Final Continuity Check: Steve Hayes & Mike Hicks

Additional Coordinators: Patsy Achim, Norma Rey, Paul Muela, & David Herrera

All walking banners are carried by Cathedral High School students and athletes.

All the popper scoopers in the parade are from the Texas Youth Commission.

Title	Sponsor
Glasheen, Valles & Inderman Injury Lawyers Sun Bowl Parade Thanksgiving Day Banner	Glasheen, Valles & Inderman Injury Lawyers
1st Armored Division & Fort Bliss Commanding General Major General Curtis D. Taylor with El Paso Mayor Oscar Leeser	Fort Bliss
1st Armored Division & Fort Bliss Command Sergeant Major James Light.....	Fort Bliss
Color Guard Noncommissioned Officers with the Sergeant Audie Murphy Club.....	Fort Bliss
1st Armored Division Army Band.....	Fort Bliss
Glasheen, Valles & Inderman Injury Lawyers Representative Noe Valles & Matt Lopez.....	
"Honoring Our Past, Present & Future Service Members"	presented by Glasheen, Valles & Inderman Injury Lawyers
Military Police Escort	Fort Bliss
Abrams Tank on a HET provided by 1st Brigade.....	Fort Bliss
M2 Bradley on a HET provided by 1st Brigade.....	Fort Bliss
Patriot Missile provided by 11th Air Defense Artillery Brigade.....	Fort Bliss
M-ATV Armored Vehicle	Fort Bliss
Department of Veteran Affairs Police Department	
El Paso County Sheriff's Posse Mounted Escort	
Popper Scoopers	Texas Youth Commission
2024 Sun Court "Honoring & Remembering the 500+ Women Purple Heart Medal Recipients"	Cielo Vista Mall-A Simon Property
Grand Marshal: Wayne Thornton	Convertible courtesy of Group One. "El Paso is convertible weather nearly all year."
Mayfield High School Trojans Marching Band, Cheer & Poms.....	
U.S. Border Patrol.....	
Popper Scoopers	Texas Youth Commission
LAT Studios.....	
El Paso Constable Precinct #4	
"Honoring Pat Tillman"	Tony the Tiger Sun Bowl
Sun Bowl Association President: Michael Guerra	Convertible courtesy of Group One "El Paso is convertible weather nearly all year."
Rosie the Riveter, Honoring Our WWII Heroes.....	Maria Mendoza & the Alpha Insurance Services
El Paso County Sheriff's Office.....	
El Paso Fire Department	

Order of Procession

Title	Sponsor
El Paso Police Department Safety Cadets	
El Paso Constable Precinct #1	
AD Towing & Recovery	Led by Monica and Andy Dominguez
“Empowering Our BRAVE Veterans”	El Paso Electric Company & Built by El Paso Electric Volunteers
Pebble Hills Marching Band	Led by Max Sierra
Tornillo ISD Twirlers, Dancers & Cheer	
“Celebrating Our Teachers of the Year”	Raiz Federal Credit Union & Built by Sun Bowl Association Volunteers
El Paso County’s Mission	
County Judge Ricardo Samaniego & County Commissioners Iliana Holguin	
City Representatives: Brian Kennedy, Josh Acevedo, Joe Molinar & Art Fierro.....	
All City Cheerleaders.....	
El Paso Community College Police Department	
Ysleta Del Sur Pueblo Fire Department	
Sun Bowl Association 1942 WWII Jeep Restoration Project*	
<p>*Made possible through donations and physically restored by Jerry Stephenson, Sun Bowl Association volunteer, Veterans, and Active Military</p>	
Honoring Our WWII Veterans & Code Talkers	Your Local AT&T Family & the Paso Del Norte Soccer League
Honoring Our Men & Women Vietnam Veterans.....	Your Local AT&T Family & the Paso Del Norte Soccer League
Honoring Our Purple Heart Recipients and Gold Star Families	Your Local AT&T Family & the Paso Del Norte Soccer League
Sun Metro	
Sunland Park Fire Department.....	
Sunland Park Police Department	
El Paso ICON Amigo Man.....	Visit El Paso
Vaqueros de Ascencion.....	
El Paso Animal Services	
“Honoring Our Lions”	Downtown Lions Club
Gadsden High School NJROTC.....	Led by LCDR Mark Morrell
Bowie High School Marching Band, Cheer & Fierce Dance	Led by Francis Rios
“The Unseen Heroes”	Bowie’s 7 Krazy Friends
Horizon City Police Department	
Horizon City Fire Department	
El Maida Shrine Temple, El Minya Dancers & Clowns.....	
Doctor Doolie & Friend	The 4 Wheel Center
El Paso County Constables Office Precinct #7	
Robo Tron Honors Our Hometown Heroes.....	Robert Barron

Order of Procession

Title	Sponsor
Young Women's STEAM Academy Drumline, Cheer & Dance.....	Led by Mark Teran
"Honoring Our Coaches" presented by Peter Piper Pizza Sun Bowl Punt, Pass & Kick	
Danza San Juan Diego Dance Group.....	
AD Towing & Recovery.....	Led by Monica and Andy Dominguez
El Paso Count Constables Office Precinct #4.....	
Montana Vista Fire Rescue.....	
El Paso Ghost Busters	
Lucky Motorsports Bronco Ranch Vehicles.....	Lucky Motorsports Garage
"Christmas Heroes" presented by the Real Estate Nerd Group.....	
Jefferson Silva High School 4th JROTC Battalion	Led by CW3 Jesse Espinoza
"Honoring the Past, Present and Future Silver Foxes" presented by Jefferson High School.....	
Jefferson High School Marching Band	
Viva Zapata presented by Teresa Castro & Family.....	
Emiliano Zapata & Excaramuza Charro Zapatista	
Popper Scoopers	Texas Youth Commission
Marathon Petroleum Eergency RT	
United States Customs & Border Protection - Office of Field Operation.....	
Jinetes De La Esperanza.....	
Popper Scoopers	Texas Youth Commission
West Texas Vettes.....	
Dust Bowl Rally	
"El Paso Children's Hospital: 13 Years of Keeping Families Home"	El Paso Children's Hospital & Built by Ray & Sandra Vasquez
LULAC Honoring Our Veterans	LULAC District 4 & Built by Ray & Sandra Vasquez
El Paso Young Marinez.....	Led by Josph Barnes
El Paso High School Tiger Pride Marching Band, Tigerettes Dance Team, Tecuani Folklorico Team & Cheer.....	Led by Ricky Vilardell & Isela Granados
Texas Department of Public Safety	
West Valley Fire Department.....	
Socorro ISD Police Department.....	
Sun City Sound Drumline.....	
"Ode to Black and White 2D Cartoonists" presented by Kaleidoscope Art Market	
Pro-Action Emergency Services.....	

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CIELO VISTA'S EXTRA SPECIAL HOURS

Thanksgiving Day
CLOSED

Black Friday
6AM–9PM

2024

Sun Court



Sun Queen Raegan Jabor

Daughter of Michelle & Mark Jabor

Raegan Jabor is a student at Texas Tech University, majoring in landscape architecture with a double minor in sustainability and architecture. Jabor is looking forward to her upcoming internship in Australia this spring, where she will further her knowledge in sustainable research and eco-friendly architectural designs. Jabor's goal is to work for a large landscape architecture firm where she can further her understanding and experience of innovative design practices and environmental stewardship in a diverse and dynamic setting.



Lady-in-Waiting Ashley Rios

Daughter of Patricia & Daniel Rios

Ashley Rios graduated from Silva Health Magnet High School and recently earned her degree from Texas A&M University. Rios is continuing her education by pursuing a master's degree in public health, with a focus on health promotion and community health science. Currently, Rios works as a graduate assistant in the Prevention and Population Division at University Health Services at Texas A&M, where she supports the mental and physical well-being of students.





CIELO VISTA MALL

A SIMON MALL

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

The Sun Court consists of 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 also be enrolled as full-time students.



Sun Princesses



Anai Gomez

Daughter of Maria Margarita Baca Gomez & Carlos Gomez, Anai is pursuing a degree in kinesiology at the University of Texas at El Paso.



Kyra Hayes

Daughter of Nancy & Steve Hayes, Kyra is pursuing a degree at New Mexico State University.



Estrella Luna

Daughter of Gloria Seanez & Hector Luna, Estrella is pursuing a degree in construction science at Texas A&M University.



Caroline Glenn Mann

Daughter of Tekla & Scott Mann, Caroline is pursuing a degree in real estate at the University of Georgia.



Griselda Sainz

Daughter of Griselda Sainz Serna & Dr. Jorge Sainz, Griselda is pursuing a degree in business administration and chemistry at Trinity University.



Faith Spade

Daughter of Armida Spade, Faith is pursuing a degree in neuroscience/pre-med and human resource management at Baylor University.



Janais Millan Amato

Daughter of Martha Yanette Milan & Juan Enrique Milan, Janais is pursuing a degree in business at the University of Texas at El Paso.



Tiffany Murillo

Daughter of JoAnn Murillo, Tiffany is pursuing a degree in nursing with a minor in biology at Texas Tech University.

Vista



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



Horizon Vista Market
121 N. Kenazo Ave. 79928
Ph. (915)852-2297



Montana Vista Market
14700 Montana Ave. 79938
Ph. (915)849-1155



Vista Quality Market Piedras
3116 N. Piedras St. 79930
Ph. (915)566-6387



Vista Urban Market
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Ph. (915)800-4688

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El Paso, Texas USA 79907
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Previous Parade Themes

- 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 Parade)
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 (Nov. 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—Fan Favorites
2021—Happiness is...
2022—Mardi Gras! El Paso Style
2023—Rock 'n' Roll Extravaganza
2024—Celebrate, Honor, & Remembering All the Heroes Who Have Served



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Previous 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 & 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 & Tom Brookshier
(CBS Sports)
- 1978 (Jan. 2)—General of the Army Omar N. Bradley and Will Greer
- 1978 (Nov. 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 1987 Inductee)
- 1988—Patrick Baca (Actor)
- 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 Alumni)
- 1994—Jack C. Vowell
- 1995—Capt. James Lovell
- 1996—Buzz and Woody of Toy Story
- 1997—Tom Lea
- 1998—Jim Burlew and Todd Brost
(El Paso Buzzards Owner & Coach)
- 1999—No Grand Marshal
- 2000—Andrew Nemeth
(Seaman, USS Cole Survivor)
- 2001—Sam Donaldson
(El Paso Native & 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
(Andress HS Alum & 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 & Thor
- 2013—Austin “No Doubt” Trout
(Former W.B.A Light Middleweight Boxing Champion)
- 2014—Nolan Richardson
(Legendary UTEP Men’s Basketball Player)
- 2015—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—Ron Stallworth (New York Times Best Selling Author & BlackKKKlansman)
- 2020—Aaron & Alvin Jones
(A&A All the Way Foundation Founders & NFL players)
- 2021—Fabiola Salayandio
(HGTV, “Hogar Star” Reality Show Winner)
- 2022—Jimmy Rogers Junior & John Folmer
(Legends of the Sun Bowl)
- 2023—Tuff Hedeman
(Four-time World Champion & Pro Rodeo Hall-of-Fame Bull Rider)
- 2024—Wayne Thornton




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Parade History

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 a parade, which could be added to the Sun Bowl events in place: the Sun Bowl football game and the coronation. On New Year's Day 1936, the first ever Sun Carnival Parade took place. El Pasoans lined the streets to enjoy what would eventually become a yearly tradition.

Since its humble beginnings, the Sun Bowl Parade has evolved into an El Paso tradition dear to hearts of many in the borderland, with unprecedented display of color, excitement and pageantry, the Sun Bowl Parade is an event like nothing else in the region.

Along Montana Avenue, around 250,000 spectators gather to witness the parade, not to include those who view a live stream from home on KTSM.com and KTSM News Channel 9.

For the first seven years of its existence, the parade was displayed year after year, but due to World War II, the organizers were forced to cancel the parade from 1943 to 1946. However, the parade made its return in 1947.

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

It was not until 1978 that parade organizers decided to switch the date from New Year's Day to Thanksgiving Day, with the purpose to gain national television exposure. The El Paso business community greatly supported this change, and the parade has been an El Paso Thanksgiving tradition ever since.





Monica Cortez Chief Meteorologist

Cortez was born and raised in the Sun City, and grew up wanting nothing more than to be a part of the journalism field. From writing stories that involve the community to sharing her passion for meteorology, 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 at New Mexico State University. During college, she studied broadcasting and completed internships with television stations in El Paso. Cortez graduated from NMSU with a Bachelor of Liberal Arts and from Mississippi State, earning her Meteorology Seal.

In her time as Chief Meteorologist for KTSM, Cortez created two brands, Weather Watchers and Weather Warriors as well as put together the city's first-ever Weather Fest, earning her the city's first Weather Ambassador Award. In addition, Cortez has earned the El Paso's Best of the Best award for the last three years.



Andy Morgan Emmy Award-Winning Evening Anchor

Born and raised in Denver, Colorado, Morgan studied communication at Colorado State University. His 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.

He joined the KTSM 9 News Sports Department in 2015. Morgan spent six years covering the local sports scene at KTSM, four years as the sports director, before shifting over into the evening anchor role in April 2022.

Since making the move to news, Andy has field anchored a presidential visit, the expiration of Title 42 from the U.S.-Mexico border, multiple holiday parades, and the summer series, 'Small Town Spotlight' from different communities across the Borderland and much more.

Ian Roth Morning Anchor

Ian Roth, morning anchor at KTSM 9 News, boasts a remarkable career marked by multiple AP Awards for excellence in journalism.

Hailing from the picturesque shores of New Jersey along the Atlantic Ocean, Roth's journey into broadcasting was preceded by nearly a decade of coaching swimming at a local community center. A passionate Philadelphia sports enthusiast since his youth, Roth remains an avid viewer whenever the Phillies or the Eagles take the field.

Roth's educational foundation in broadcasting was laid at Millersville University in Pennsylvania, where he honed the skills that would propel him into the dynamic world of television journalism. His initial foray into the industry occurred just beyond the state line in North Central West Virginia, where he covered pivotal stories of the early 2020s, including the COVID pandemic, regional opioid abuse, and the evolving political landscape.





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2023 Awards



2023 Jim Lawrence Sweepstakes Award
“Summers of Love, 1960s Rock ‘n’ Roll”
 Presented by Maria Mendoza & the Alpha Insurance Services



2023 Queen's Award
“Sacrifice Deserves to be Honored, Honoring Purple Heart Recipients & Gold Star Families”
 Presented by Your Local AT&T Family



2023 President's Award
“Honoring Our Women Veterans”
 Presented by Your Local AT&T Family



2023 Princess Award
“ZZ TOP Rockin' Smiles”
 Presented by Smile Straight Orthodontics & EP Dentistry 4 Kids



2023 Duchess Award
“Bear Diner”
 Presented by Seven Crazy Friends



2023 General's Award
“Ozzie Express”
 Presented by Southwest Baseball League



2023 Governor's Award
“The Old Women Who Lives In The Rock ‘n’ Roll Boot”
 Presented by El Paso Water Utilities



2023 Judge's Award
“El Paso County Missions Rock”
 Presented by County of El Paso



2023 Grand Marshal's Award
“Sun Court Rocks”
 Presented by Cielo Vista Mall – A Simon Property



2023 Honorable Mention
“Elvis Rocks, Turkey Style”
 Presented by Glasheen, Valles & Inderman, Injury Lawyers



2023 Honorable Mention
“Solar Rocks”
 Presented by El Paso Electric Company



2023 Honorable Mention
“School of Rock”
 Presented by Raiz Federal Credit Union & Region 19



2023 Honorable Mention
“DJ Rocky”
 Presented by Peter Piper Pizza



2023 Honorable Mention
“Tony the Tiger Rocks”
 Presented by the Tony the Tiger Sun Bowl



2023 Honorable Mention
“Robo Tron”
 Presented by Robert Barron



2023 Honorable Mention
“San Elizario Homecoming Float”
 Presented by San Elizario High School



2023 Honorable Mention
“Whoville Rock & Roll Party”



2023 Marching Band Award Winner
Socorro High School Marching Band, Flags & Missionettes



2023 ROTC Award Winner
Gadsden High School NJROTC



Special Recognition
UTEP Marching Miners & Dance Team
 Led by Dr. Brandon Houghtalen & Leslie A. Lopez



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 Four-time World Champion & Pro Rodeo Hall-of-Fame Bull Rider



Sun Bowl Association President
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Noe Valles
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2023 Sun Bowl Queen
Kaitlyn Deguire

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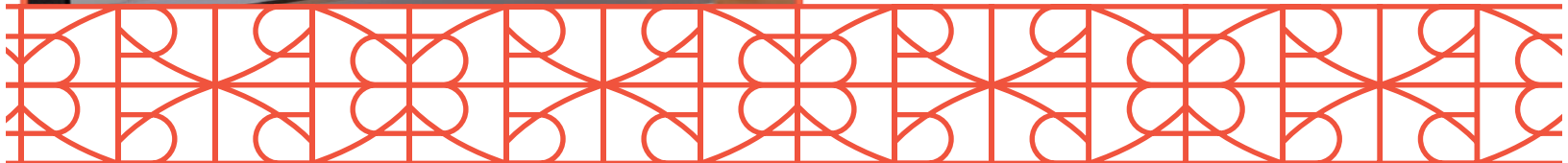


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Sun Bowl Parade Title Sponsor

The Sun Bowl Association (SBA) announced a three-year title sponsorship for the Annual Sun Bowl Parade with Glasheen, Valles & Inderman Injury Lawyers in 2021. Three years later, on Sept. 18, 2024, the Sun Bowl Association and Glasheen, Valles & Inderman Injury Lawyers announced the renewed partnership between the two organizations to continue to host the Annual Glasheen, Valles & Inderman Injury Lawyers Sun Bowl Parade.

“We are beyond grateful to have Glasheen, Valles & Inderman Injury Lawyers back as our title sponsor for this wonderful El Paso tradition,” SBA Executive Director, Bernie Olivas said. “Glasheen, Valles, & Inderman Injury Lawyers have been a great partner and truly understand what this event means to the community.”

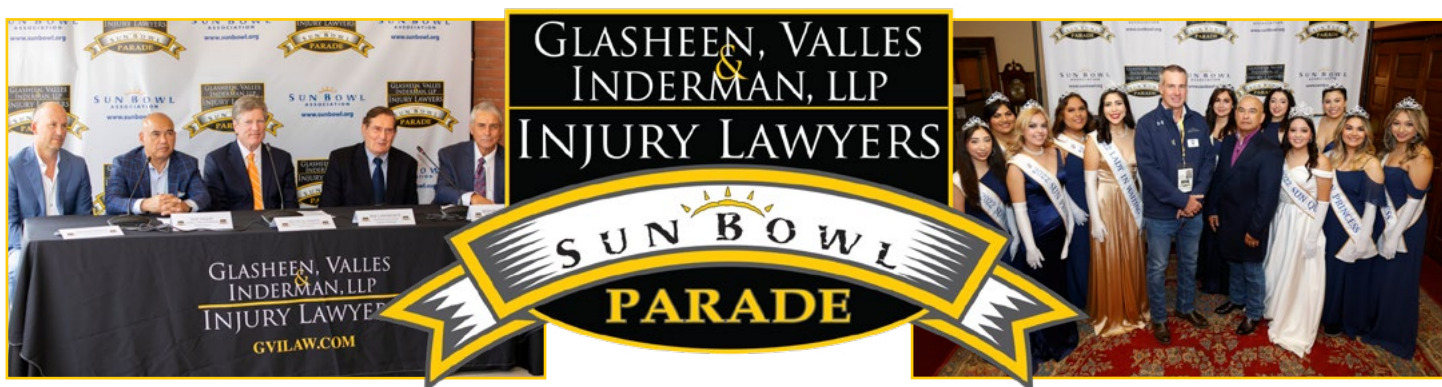
Glasheen, Valles & Inderman Injury Lawyers’ sponsorship is now extended through 2025 and provides the resources necessary to put on this El Paso Thanksgiving tradition that has evolved since the first Sun Carnival Parade in 1936 on New Year’s Day.

This year’s 88th Annual Glasheen, Valles & Inderman Sun Bowl Parade is “Celebrate, Honor, & Remembering All the Heroes Who Have Served,” and will be held Thanksgiving morning, Nov. 28 at 10 a.m. on Montana Ave. from Ochoa to Copia and will be televised on KTSM News Channel 9.

“We are looking forward to another year of excitement at the 88th Annual Glasheen, Valles & Inderman Injury Lawyers Parade,” partner Noe Valles of Glasheen, Valles & Inderman Injury Lawyers said. “The theme is great as it honors many who deserve the recognition and shows our thankfulness to our heroes with the vibrant energy of music and the spectacular design of amazing floats.”

This year will mark the fourth parade in partnership with Glasheen, Valles & Inderman Injury Lawyers as the title sponsor.

“We are honored to have Glasheen, Valles & Inderman Injury Lawyers to be our partner and to keep this 88-year-old tradition alive and thriving,” SBA Special Events Director, Joe Daubach, said.



About Glasheen, Valles & Inderman Injury Lawyers

Glasheen, Valles & Inderman Injury Lawyers was named the Best Law Firm by The City El Paso Magazine, voted by its readers in 2018, 2019 and 2021. 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 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. 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, at (915) 301-9441 or go to GVILAW.COM




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