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Basin PBS Announces First-ever West Texas Heritage Festival – A Fusion of Culture

Date: Saturday, September 30

Time: Festival: 2:00 PM - 6:00 PM, Concert: 7:00 PM (featuring Los Lonely Boys)

Location: Centennial Park Midland

Admission: FREE

Permian Basin, Texas, Tuesday, September 12, 2023 - Get ready to immerse yourself in a vibrant celebration of West Texas culture at the Basin PBS West Texas Heritage Festival - A Fusion of Culture. This exceptional event will take place on Saturday, September 30, at the picturesque Centennial Park Midland. A day filled with cultural richness, artistic expressions, and diverse traditions awaits attendees from 2:00 PM to 6:00 PM, followed by a spectacular free concert by Los Lonely Boys beginning at 7:00 PM.

The West Texas Heritage Festival is not just an even for adults; it's a day of family fun and learning. We are excited to announce that we will also host a Basin PBS KIDS tent designed especially for children. This interactive zone promises a world of entertainment and education. At the Basin PBS KIDS tent, young festival-goers can embark on a cultural journey like no other with the Heritage Passport - a unique and engaging activity that invites kids to explore the rich heritage of West Texas.

Children can grab their Heritage Passport at the Basin PBS KIDS Tent. Armed with their Passport, kids can visit booths throughout the festival grounds. At each booth, they'll have the opportunity to discover different aspects of West Texas heritage, from music and art to history and cuisine. Each booth will provide a special stamp for their Passport. Once a child has collected stamps from all participating booths, they can return to the Basin PBS KIDS Tent. There, they will be rewarded with a special prize for their dedication to exploring and learning about West Texas heritage.

The Basin PBS KIDS Tent is a perfect addition to the West Texas Heritage Festival, as it encourages children to engage with the rich cultural tapestry of the region while having a blast. It's an opportunity for families to bond, learn, and create lasting memories together.

The festival is made possible through the generous support of esteemed sponsors, including Midland Energy, Inc, Abell-Hanger Foundation, and Centennial Park Midland. Their commitment to fostering community unity and celebrating the rich tapestry of West Texas cultures has paved the way for this unforgettable gathering.

West Texas Heritage Festival - A Fusion of Culture is designed to captivate and inspire attendees of all ages. The daytime festivities, kicking off at 2:00 PM, will showcase an array of local talents, creativity, and voices that embody the essence of West Texas. From captivating performances to artisanal crafts, this event promises a sensory experience that beautifully merges tradition and innovation.

As the sun sets, the excitement continues to rise with the concert featuring the internationally acclaimed band, Los Lonely Boys. With their soulful melodies and electrifying performances, Los Lonely Boys are set to provide a musical experience that perfectly complements the spirit of the festival. The concert, beginning at 7:00 PM, is a gift to the community and a symbol of gratitude for the continued support.



"The West Texas Heritage Festival is more than an event; it's a celebration of our shared identity and the diverse cultures that make up the fabric of West Texas," said Laura Wolf, Basin PBS General Manager/CEO. "We invite everyone to join us, connect with their neighbors, and witness the incredible talents and flavors that define our region."

West Texas Heritage Festival - A Fusion of Culture promises to be a day of unity, inspiration, and connection. Admission is entirely FREE, thanks to the generous contributions of the sponsors and organizers. Attendees are encouraged to bring their friends and families, embrace the beauty of West Texas' cultural heritage, and create lasting memories.

About Basin PBS

Basin PBS is a community owned and operated 501(c)(3) non-profit service to the Permian Basin. Donations to Basin PBS are tax deductible and help promote life-long learning through local public television educational programs like ONE QUESTION and MAIN STREET UNPLUGGED and through outreach services to West Texas children and adults. Basin PBS is the only local source for trusted PBS programs such as MASTERPIECE, NOVA, CURIOUS GEORGE, GREAT PERFORMANCES, AUSTIN CITY LIMITS, AMERICAN EXPERIENCE, ANTIQUES ROADSHOW, FRONTLINE and more. www.basinpbs.org <https://www.facebook.com/BasinPBS>
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