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**Experience the Second Annual West Texas Heritage Festival:
A Cultural Extravaganza with The Wailers Live in Concert!**

PERMIAN BASIN, TEXAS, Friday, October 27, 2024 – The Second Annual West Texas Heritage Festival – A Fusion of Culture returns on **Saturday, October 5**, at **Centennial Park Midland**. This **FREE** dynamic celebration, running from 2:00 PM to 6:30 PM, will once again highlight the rich cultural diversity of West Texas, culminating in a free concert by the legendary band, **The Wailers**, beginning at 7:00 PM.

After receiving the **NETA National Public Media Award** for the inaugural **West Texas Heritage Festival**, Basin PBS is proud to present a **bigger and better** event this year, showcasing an even more diverse lineup of cultural experiences and entertainment.

This year's festival is made possible through the generous support of **Midland Energy, Inc., Abell-Hanger Foundation, DMMD, City of Midland, Roy Nelson/State Farm** and **Centennial Park Midland**. Their unwavering commitment to community and cultural celebration ensures that this event remains free and open to everyone.

What's New This Year:

- **Native American Chief Watching Wolf of the Trans Pecos region** will perform a **spiritual blessing** and host a cultural tent, offering festival-goers an opportunity to experience authentic Native American traditions.
- The **Choctaw Nation** will also be represented with a dedicated cultural tent, showcasing their rich heritage and customs.
- **Kevin Broome**, performing as **Desert Island Pan**, West Texas' first and only steel pan performer, will take the stage before **The Wailers**, adding his unique musical flavor to the festival.
- **Over 25 cultural booths** that include representation of **Scottish, Scandinavian, Chinese, Hispanic, African** and many more.
- **The Imagination Station** mobile bus will be on-site, offering interactive and educational activities for children.
- A variety of **food trucks** will serve a delicious selection of cuisines to satisfy every palate.

Interactive Experiences for Children:

As in the past, the **Basin PBS KIDS Tent** will provide a dedicated interactive area for children. Kids can embark on a fun educational adventure with the **Heritage Passport activity**.

Here's how it works:

1. **Pick Up Your Heritage Passport:** Children can collect their Heritage Passport at the gate.
2. **Visit Booths and Collect Stamps:** Kids will visit various cultural booths to learn about the diverse heritage of West Texas.
3. **Learn and Explore:** Each booth offers unique facts and stories, along with a special stamp for their Passport.
4. **Collect All Stamps and Win a Prize:** After collecting all the stamps, kids can head back to the Basin PBS KIDS Tent to receive a special prize.

"We're beyond excited to bring back the West Texas Heritage Festival for a second year, even bigger and better!" said Laura Wolf, Basin PBS CEO and General Manager. "With an incredible lineup of cultures represented, visitors can immerse themselves in a rich blend of traditions and discover how these communities shape our vibrant region. This free event is a gift to West Texas, and with **The Wailers** taking the stage, it's truly an inclusive celebration that offers something unforgettable for everyone."

The Wailers Live in Concert:

As the sun sets, the festival will transform into a lively concert venue with a **free performance by The Wailers** as part of their Legend 40th Anniversary tour. Known worldwide for their iconic reggae sound and timeless hits, The Wailers promise to deliver an unforgettable musical experience.

The **West Texas Heritage Festival – A Fusion of Culture** is a unique opportunity to connect with the community, celebrate our shared heritage, and enjoy a day filled with inspiration and joy. Thanks to our sponsors, this event remains entirely **FREE** for all attendees. Stay updated and share your experiences using the official event hashtag: **#WTXHeritageFest**.

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
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