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of El Paso

SUN BOWL
PARADE

9
KTSN
NEWS
10 AM



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



The 2020 Oscar Leeser's Hyundai of El Paso Sun Bowl Parade program is a production of the Sun Bowl Association and the Rotary Club of East El Paso. The program was written, edited and designed by Eddie Morelos and Jay Pritchard with assistance from Joe Daubach. Photography by Ivan Aguirre, Jesus Rosales, Ace Acosta and Brian Kanof. Front cover design by Jay Pritchard.



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.

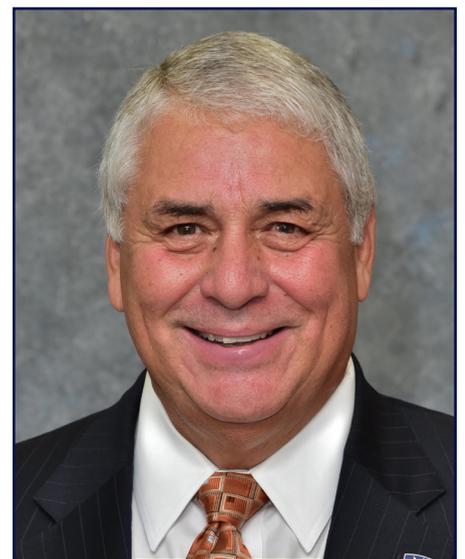
The parade will be led by our Grand Marshals, twin brothers Aaron and Alvin Jones, Burges High School Graduates who have made a name for themselves in the NFL. Most importantly, they have created the A & A All the Way Foundation to give back to the youth in the country. I would like to thank all the 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



GRAND MARSHAL

Aaron & Alvin Jones



"This is a great honor and I feel like we embody El Paso. We are continuing to grow and continuing to expand, just like El Paso and the hardworking people in El Paso are. I wish we could be there in person, on a float, but this is an honor and a blessing." - Alvin Jones



"I grew up going to a couple of Sun Bowl games and there are so many other things going on that the Sun Bowl does in the community and that's what we look to do, to give back to the community. We want to give back with our foundation into this as well and our foundation is A & A All the Way! Thank you and we miss you El Paso!" - Aaron Jones



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

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Fort Bliss Color Guard.....	Fort Bliss 2nd Brigade, 1st Armored Division
Army Band.....	Fort Bliss 1st Armored Division
Oscar Leeser’s Hyundai of El Paso Thanksgiving Day Turkey.....	Sponsored by Oscar Leeser’s Hyundai of El Paso
Oscar Leeser presents El Paso Strong, Honoring our First Responders”	Sponsored by Oscar Leeser’s Hyundai of El Paso
For more information visit: www.hyundaiofelpaso.com	
Field Litter Ambulance	1st Brigade, 1st Armored Division
Joint Light Tactical Vehicle (JLTV).....	1st Brigade, 1st Armored Division
Abrams Tank	2nd Brigade, 1st Armored Division
Paladin “A cannon artillery system with self-propelled howitzer”	3rd Brigade, 1st Armored Division
Patriot Missile Launcher	32nd Army Air and Missile Defense-11th Air Defense Artillery Brigade
Fire Truck with “Sparky”	Fort Bliss
Patrol Car with McGruff	Fort Bliss
Leadership Video (Major General Sean C. Bernabe; Command Sergeant Major Michael C. Williams)	Fort Bliss 1AD Leadership
For more information visit: home.army.mil/bliss	
Grand Marshals Aaron Jones & Alvin Jones Jr.	A&A All The Way Foundation
For more information visit: www.aalltheway.org	
Sun Bowl Association President Natalia Flores.....	Sun Bowl Association
For more information visit: www.sunbowl.org	
El Paso County Sheriff’s Posse Mounted Escort	El Paso County Sheriff’s Posse
For more information visit: epcsheriffsposse.com	
“Past Sun Queens”	Sponsored by Simon Properties – Cielo Vista Mall
For more information visit: www.simon.com/mall/cielo-vista-mall	
UTEP Marching Band.....	Led by Dr. Andrew Hunter
For more information visit: www.utep.edu	
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For more information visit: www.epwater.org	
United States Border Patrol	USBP
For more information visit: www.cbp.gov	
“Eco Friendly Ernie” presented by El Paso Electric Company	Sponsored by El Paso Electric Company
For more information visit: www.epelectric.com	
Mayor & City Representatives	City of El Paso
For more information visit: www.elpasotexas.gov/government	
“FirstLight REWARDS” presented by FirstLight Federal Credit Union.....	Sponsored by FirstLight Federal Credit Union
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Coronado High School Marching Band.....	Led by James Smith
For more information visit: www.tbirdband.org	

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El Paso County Judge & County Commissioners..... For more information visit: www.epcounty.com	El Paso County
New Mexico State University Marching Band..... For more information visit: prideofnewmexico.nmsu.edu	Led by Dr. Steven Smyth
"MLB Legends" presented by Southwest Baseball League For more information visit: www.swbbl.org	Sponsored by Southwest Baseball League
El Paso ICON Amigo Man For more information visit: visitelpaso.com	Presented by Visit El Paso
VIVA El Paso For more information visit: vivaelpaso.org	Led by Cody Ritchey
Burgess High School Marching Band For more information visit: www.burgeshsband.com	Led by Mike Porras
Six Guns & Shady Ladies For more information visit: www.sixgunsandshadyladies.com	Led by Melissa & Bernie Sargent
Danza San Juan Diego For more information visit Facebook: www.facebook.com/LaDanzaSanJuanDiegoDeMontanaVista	Led by Gloria Cardenas
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ORDER OF PROCESSION

Title	Sponsor
U.S. Customs and Border Protection For more information visit: www.cbp.gov	United States of America
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El Paso Animal Services Adoption Van	For more information visit: www.elpasoanimalservices.org
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ABOUT THE SUN BOWL PARADE

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.



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PAST PARADE THEMES & GRAND MARSHALS

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—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

PARADE 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 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 LCDR Allen Nichols (Naval POW)
 1975 Mickey Mantle
 1976 Maj. Gen. C.J. LeVan
 1977 Pat Summerall and Tom Brookshier (CBS Sports)
 1978 (January 2) General of the Army Omar N. Bradley and Will Greer
 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 Meskimen (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 Burlaw 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 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 (Former Adress 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 Macatee - (CBS Sports Analysis)
 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 (BlackKKKlansman)



PARADE HISTORY



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.



From its humble beginnings, the parade has become an unprecedented display of color, excitement and pageantry like nothing else in the region.



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.



KTSM.com



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.



Hometown: El Paso

Alma Mater: UTEP, J.M. Hanks High School

Where did you work before coming to KTSM? I last worked in San Antonio at KENS. Before that, I was in Victoria, Texas at KVCT. I also worked as a print reporter for The Victoria Advocate.

Favorite Spot in our community? I love taking my son, Nathan, to all the places I grew up around. We often go to St. Patrick Cathedral for church and down El Paso Street on the weekends.

Hobbies or hidden talents? I dabble in painting, mostly portraits.

If someone were to play you in a movie, who would you want it to be? Milla Jovovich, my favorite actress.

Favorite story you've worked on? When I was a student at UTEP, I went across the border to an orphanage in Ciudad Juarez. The religious organization (based in El Paso) that runs the home never stopped helping those children, even in the height of the violence in the early 2000's.

Who is your biggest hero? My grandmother, Palmira. She is the toughest, sweetest, funniest lady ever!

Favorite musician: I love Brody Dalle from The Distillers, Neil Young, Hole, Bjork. The list goes on and on.



Top-left: Daniel Marin
Top-Right: Natassia Paloma
Right: Monica Cortez



Title Sponsor, Oscar Leaser (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 Leaser's Hyundai of El Paso Sun Bowl Parade.



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 El Dorado High School, 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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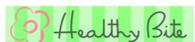
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"Thanksgiving Day Turkey"
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2019 Judge's Award
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"Krampus is Coming"
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2019 ROTC Award Winner
 Young Marines of El Paso



2019 Marching Band Award Winner
 Franklin High School Marching Band

2020 Sun Bowl Parade Dedication



"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 Kesaler.

TEXT FROM THE EL PASO TIMES, Nov. 13, 2020



The Sun Bowl Association, KTSM TV, and Oscar Leeser's Hyundai of El Paso are proud to dedicate the 2020 Sun Bowl Parade to Rhoberta Leeser.

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*The Sun Bowl Association would like to thank the following for their support of the
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(We apologize for any omissions or misspelled names.)

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