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FOR IMMEDIATE RELEASE

Southern Arizona Hispanic Chamber of Commerce Announces Inaugural Palo Verde Bloom Festival

TUCSON, AZ – The Southern Arizona Hispanic Chamber of Commerce is proud to announce the launch of the **Palo Verde Bloom Festival** presented by **Vantage West Credit Union** – a visionary month-long celebration designed to honor the spirit of Southern Arizona by blending culture, commerce, and nature into one unforgettable experience.

This initiative is Southern Arizona's tribute to spring – an inspired, desert-rooted celebration modeled in spirit after Washington D.C.'s iconic Cherry Blossom Festival. Over 30 days each April, our region will come alive with bloom-themed culinary creations, artisan goods, hotel experiences, and cultural programming—honoring the golden blossoms of Arizona's state tree.

Rooted in the brilliance of Arizona's state tree and the awakening of the Sonoran Desert each spring, the Palo Verde Bloom Festival will serve as a beacon of regional pride and a **long-term economic driver**, designed to draw visitors from across the country to witness and participate in Southern Arizona's natural beauty and cultural richness.

"This is a celebration of the people, small businesses, and landscape that make Arizona so vibrant," said **Arizona Governor Katie Hobbs**. *"The Palo Verde Bloom Festival embodies a bold vision to boost tourism, empower small businesses, and preserve the precious environment that supports us all."*

"Thank you to the Southern Arizona Hispanic Chamber of Commerce for bringing us together to celebrate the natural beauty, history, and cultural significance of the Palo Verde tree in the Sonoran Desert," said **Tucson Mayor Regina Romero**. *"The Palo Verde Bloom Festival is a celebration of Tucson's unique desert landscape and the ways that nature is an important part of our economy."*

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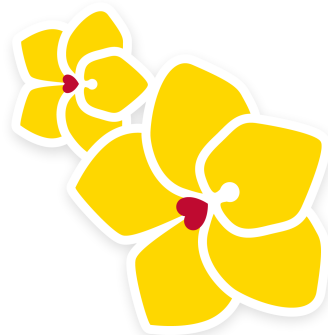
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*“The Palo Verde Bloom Festival has the potential to become one of Southern Arizona’s signature events—drawing visitors from across the country to experience the beauty, culture, and creativity that make this region so unique,” said **Felipe Garcia, President/CEO of Visit Tucson.** “At Visit Tucson, we see this as more than just a festival—it’s an economic catalyst. Events like this drive tourism, support local businesses, and elevate our region’s profile in a truly authentic way.”*

*“We see the Palo Verde Bloom Festival not just as an event, but as an invitation,” said **Rob Elias, President & CEO of the Southern Arizona Hispanic Chamber of Commerce.** “An invitation to reimagine how we celebrate the desert, uplift our communities, and position Southern Arizona as a destination known for beauty, creativity, and connection.”*

To share more about this exciting initiative, the Southern Arizona Hispanic Chamber will host a **press conference on Wednesday, September 3 at The Leo Kent Hotel** in downtown Tucson. The event will begin at **9:30 AM** unveiling further details about the festival’s vision and collaborators.

With a focus on authenticity, intentional design, and long-term impact, the Palo Verde Bloom Festival promises to become one of the Southwest’s most iconic annual experiences – where the desert isn’t just a place we live, but a story we tell.

About the Palo Verde Bloom Festival

The Palo Verde Bloom Festival was created with a bold vision—to inspire, connect, and elevate Southern Arizona by embracing what makes this region truly special. This isn’t just a festival. It’s a strategic initiative rooted in culture, commerce, and nature. Specifically designed to accomplish four things;

1. Stimulate Economic Development, 2. Celebrate Arizona’s Identity, 3. Bridge Culture and Commerce, and 4. Promote Long-Term Regional Growth.

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