

Press Release: Immediate

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WESTERN FUN AWAITS AT THE 77TH ANNUAL GOLD RUSH DAYS

FEBRUARY 12-15, 2026

Head to Wickenburg, Arizona for the 77th Annual Gold Rush Days celebration. This historic event celebrates the town's origins as a ranching & gold mining community in the days before Phoenix. This heritage event was founded 77 years ago by the Wickenburg Chamber of Commerce. They invite visitors to celebrate with residents and share in the ranching and mining history of our town. Today, Wickenburg and Gold Rush Days welcomes thousands of visitors to share in the 4 days of activities.

Festivities begin on Thursday February 12th at 12:00 pm at the Everett Bowman Arena where the Wickenburg Chamber of Commerce will host their first annual “Roping for Gold” All Women’s Breakaway event. To enter in advance, call the Chamber or sign up on the morning of.

Join us on Thursday, February 12th, with the Brown's Amusements Family Fun Carnival opening at 4:00 pm in Downtown Wickenburg. There will be two concert performances by the Grammy Award-winning band ‘The Gatlin Brother’s’ at 7:30pm on Friday the 13th, and Saturday the 14th at the Del E. Webb Center for the Performing Arts. To purchase tickets for the Webb Center concerts, call 928-684-6624.

The Opening Ceremonies for the 77th Annual Gold Rush Days celebration will be held Friday, February 13th at 10:00am on Frontier Street where officials will kick off our celebration. Along with the start of our celebration there will be a classic car show featuring restored automobiles from across the state.

Friday through Sunday you can find the main festival area on Valentine Street in the historic district. You will see exhibitors from the Wickenburg Art Club Artisans' Fair at the Wickenburg Library and Stone Park. Meanwhile at the Wickenburg Community Center you will find vendor booths of all varieties including retail, arts & crafts, commercial businesses, and so much more. There will also be daily activities such as gold panning, food, and art vendors from 10:00am to 5:00pm. The carnival will run throughout the evening. Nearby the free stage will host live music each day, beginning at 11am.

Saturday’s parade will begin at 10:00am. Wickenburg’s Gold Rush Days Parade is one of the biggest in the state with over 75 entries each year. It includes classic automobiles, marching bands, youth groups, and so much more. Join spectators as they line the streets while one of Arizona’s largest parades passes by. This year's parade theme is: “Heart of Gold” For a parade application please visit www.wickenburgchamber.com

The first performance of the National Senior Pro Rodeo & Open Rough Stock, will begin at 2pm at the Everett Bowman Arena, located at 935 Constellation Road, just 2 miles east of Downtown Wickenburg. Admission: \$20 adults, \$15 Seniors, \$10 Students, and children under 5 are free. Gates open at 11am and will remain open till 5pm. On Sunday the Wickenburg Community Center will again be bustling with life including the Mucking and Drilling Contest at 10am, followed by the traditional gold panning beginning at 11am, followed by the Arizona Gold Panning Championship beginning at 1pm. Then at the Everett Bowman Arena the second performance of the Senior Pro Rodeo will begin at 2pm.

The Wickenburg Chamber of Commerce invites you to discover what our historic community has to offer. Shop and dine with our local businesses to experience cowboy culture like no other. Return to our great town throughout the year for many great activities and events.

The Wickenburg Chamber of Commerce is the proud producer of this celebration every year, along with the Town of Wickenburg, our partners, and sponsors.

For more information, and to purchase tickets call (928) 684-5479 or visit us online at www.visitwickenburg.com or www.wickenburgchamber.com