



**MEDIA CONTACT:** Jeanne Albrecht  
210-392-9047  
jca@jeannebiz.com  
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For Immediate Release:

## **NIOSA® 2017 MEDIA CALENDAR OF EVENTS**

### **OPEN TO THE MEDIA AND PUBLIC:**

#### **MONDAYS THROUGH SATURDAYS, 10 a.m. to 5:30 p.m.; SUNDAYS, NOON TO 5 p.m.**

The "NIOSA Crafters Store" is now open on 218 S. Presa Street. The NIOSA Crafters—volunteers who make NIOSA and general Fiesta-type wares—are selling their arts and crafts; advance discount NIOSA tickets (as of March 1); the 2017 NIOSA medal and souvenirs; past NIOSA posters, medals and mementos; and select other Fiesta medals in the shop, with all proceeds benefitting the San Antonio Conservation Society.

#### **FEBRUARY 28 UNTIL SUPPLIES ARE GONE:**

**NIOSA MEDAL:** Produced in limited quantities and always a hot seller, the 2017 NIOSA medal is on sale for \$12 at the NIOSA Crafters Store in La Villita, on the NIOSA website and in NIOSA's souvenir booths. It was designed by NIOSA Chairman Patti Zaiontz, NIOSA Treasurer Audrey Haake and artist David Durbin.

#### **MARCH 1 THROUGH FRIDAY, APRIL 28:**

Advance discount tickets are available March 1 through April 28 for \$12 at [www.niosa.org](http://www.niosa.org); NIOSA Crafters Store in La Villita; H-E-B grocery stores in San Antonio, Boerne, Bulverde, Seguin and New Braunfels; Fiesta Store; USAA; Southwest Research; Ft. Sam Houston; Lackland AFB; and Randolph AFB. Check with sellers; some may add service charge.

**NEW in 2017:** e-tickets can be downloaded to phone or tablet, or print out. All NIOSA gates will have separate lines for e-ticket users. Tickets at the gate are \$15; children under 12 are free and must be accompanied by adult.

#### **TUESDAY, APRIL 25 – FRIDAY, APRIL 28 – NIOSA IS OPEN:**

5:30 p.m. - Gates open. Gates close and alcohol beverage sales stop nightly at 10 p.m.; food sales and entertainment continue until 10:30 p.m.

### **MEDIA INVITED but PUBLIC NOT INVITED:**

#### **EVERY THURSDAY UNTIL APRIL 20, 9 to noon:**

Gathering of approximately 20+ volunteers from the Cascarónes Committee to decorate and stuff cascarónes, and the Decorations Committee to create flowers and other decorations used at NIOSA on booths, etc. The Cascarónes Committee gathers at 9:30 a.m.; the Decorations committee gathers at 10 a.m. Volunteers age from 20 to 91 years of age and some have been making cascarones for over 40 years. Both committees meet at the River House, behind Steves Homestead, 509 King William Street.

#### **TUESDAY, FEBRUARY 28, 2 to 3 p.m.:**

The 2017 NIOSA Medal Unveiling reception at the NIOSA Crafters Store at 218 S. Presa in La Villita. NIOSA chairman, Patti Zaiontz and Conservation Society president Janet Dietel will unveil the 2017 NIOSA medal in front of media, Society Board members, NIOSA volunteers and special guests and Fiesta dignitaries.

#### **WEDNESDAY, MARCH 22, 5:30 p.m.:**

The NIOSA Chairman's Dinner will be held at the Whitley Center, 285 Oblate Drive. NIOSA volunteers

of 50 plus years will be honored. 2017 NIOSA chairman Patti Zaiontz will be joined by her four key NIOSA vice chairmen (Charlie Hansen, Sharon Hearn, Margie Arnold and Jackie Fellers) and NIOSA treasurer Audrey Haake as they give final instructions and the oh-so-important worker passes to the 200+ booth chairmen, and the 15 “Area Chairmen” of NIOSA’s cultural areas.

**TUESDAY, APRIL 18 THROUGH TUESDAY, APRIL 25, 10 a.m. to 4:30 p.m. (including weekends):**  
Staging of NIOSA on the grounds of La Villita (more detailed schedule available upon request)

**MONDAY, APRIL 24, 10 a.m.:** Official hanging of the Rain Rock with music by Patsy Torres: Porch of NIOSA headquarters on NIOSA grounds, corner of Presa and Nueva streets. Patsy Torres, who will again appear at NIOSA every night with her band Blue Harmony in the Haymarket Area, will provide rock-raising music.

NIOSA Chairman Patti Zaiontz, the four NIOSA vice chairmen, treasurer and the NIOSA Stagers will continue the decades-long tradition of raising the Rain Rock the Monday before NIOSA opens, to ward off undesirable weather. The rain rock tradition dates back to the late 1970s when NIOSA volunteer Sue Armitage assured then NIOSA chairman Joanna Parrish, who was fretting about ominous clouds, that she had hung a rain rock on their fence at home. Sue learned the good luck tradition while visiting a West Texas ranch as a child; a seasoned cowboy shared the secret of hanging a rock with a hole in it on a fence to ward off bad weather. That year, Joanna took her advice, and NIOSA was blessed with beautiful weather.

**TUESDAY, APRIL 25 – OPENING DAY OF NIOSA:**

9 a.m. - 4:30 p.m.: Last minute preparations and staging on grounds of NIOSA

5:15 p.m. - OPENING CEREMONIES OF NIOSA (gate in front of Little Rhein Steak House): Ribbon-cutting with city and county leaders, NIOSA Chairman Patti Zaiontz and San Antonio Conservation Society President Janet Dietel. The NIOSA opening parade immediately follows and is led by Christopher Wallace, the "Huichol Shaman" of NIOSA, the Bexar County Buffalo Soldiers and Brackenridge High School Drum Line.

**SATURDAY, APRIL 29 – WEDNESDAY, MAY 3 – 8 a.m. to 4:30 p.m.:**

Take-down/tear down of NIOSA booths and props

**NOTE:** More detailed entertainment and staging schedules are available from Jeanne Albrecht.

NIOSA media passes and interviews must be coordinated through Jeanne at 210-392-9047 or [jca@jeannebiz.com](mailto:jca@jeannebiz.com). NIOSA does NOT honor Fiesta media passes.

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*In 2017, for the sixth year in a row, “A Night In Old San Antonio®” (NIOSA®) has earned one of the top levels of certification from the City of San Antonio based on its Green Events Ordinance sustainable policies for medium and large-scale events.*