



MEDIA CONTACT: Jeanne Albrecht
210-392-9047
jca@jeannebiz.com
February 2017

FOR IMMEDIATE RELEASE:

“A Night In Old San Antonio®” brings the heritage of San Antonio alive in 15 cultural areas through 250 food, drink and atmosphere booths and 14 musical acts

“A Night In Old San Antonio®” (NIOA®) is a four-night festival in the heart of downtown San Antonio that celebrates the city’s diverse cultural legacy for more than 85,000 revelers annually.

Sponsored by and benefiting the San Antonio Conservation Society, the 69th presentation of NIOA will be held April 25-28, 2017, during the city’s Fiesta San Antonio® celebration.

Through the magic of more than 200 food, drink and atmosphere booths, 14 live musical acts, children’s games, decorations, costumed volunteers and souvenirs, NIOA brings the city’s heritage alive in its 15 areas. Check NIOA’s website at www.niosa.org for a complete list of all food, entertainment and drinks, by area and an interactive a map of these 15 areas.

Continuing its efforts as one of the top Green events during Fiesta, NIOA has recycle bins in each of its 15 areas so guests can **Pitch for Preservation** and help the Society **Reduce, Reuse and Recycle**. At the 2016 NIOA, 19.3 tons of recyclable materials and 11.9 tons of recyclable glass were collected and recycled.

VIA Metropolitan Transit will again offer Park and Ride services; check its [website](http://www.viainfo.net) at www.viainfo.net for complete information. A Bike Corral will again be offered outside the NIOA gate at Alamo and Nueva streets from 5:30 – 10 p.m. so bicycles (not motorcycles) can be locked up in a supervised area. Cyclist must bring own lock/chain.

The “NIOA Crafters Store” is open year-round at 218 South Presa in La Villita. The NIOA Crafters—volunteers who make NIOA and Fiesta-themed wares—sell their arts and crafts; advance discount NIOA tickets; the 2017 NIOA medals and souvenirs; and past NIOA posters, medals and mementos in the store, with all proceeds benefitting the Conservation Society. During NIOA, the store is within the NIOA grounds; the crafters also sell from a booth in NIOA’s South of the Border area.

New this year: E-tickets via mobile device are available on new NIOA website at www.niosa.org, which has been completely updated in design. The new website also offers touch navigation; search box on every page; translation option; color-coded interactive event map; photo galleries that will accept submissions from visitors; video highlights and promos play; homepage countdown; and special sections for event volunteers.

Arneson Theatre

Entertainment is the focal point of the historic Arneson River Theatre, a venue for musical shows year-round on the **San Antonio River Walk**. The open-air theater was built as a Works

Progress Administration project during the 1930s. Grab a bite to eat, have a seat on the grass covered steps of the theatre and sing along to the great tunes of **The Groove Doctors**, who entertain NIOSA-goers and the river barge riders as they sail by. Enjoy **Flaming Cheetos (new this year—a Cheetos/chamoy/diced pickles concoction)**; **Banana Smoothies**, **Sweet Fried Apples**, **Fried Jalapeños** and **Broadway Chicken** (fried chicken on a stick).

China Town

The oriental mystique begins with traditional Chinese cuisine in Chinatown. Crowd pleasers are **Mandarin Mimosas**, **Lemon Chicken**, **Wontons** and **Egg Rolls**. **Crispy Shrimp Wraps** and **Fortune Cookies** are also in great demand among the red-lacquered facades. Visitors won't want to miss the **Yak-I-Tori** chicken-k-bob. ATM machine, restrooms and a First Aid station are located just outside of the Bolivar Café (north side). Champagne, four varieties of wines and beers are sold here.

Clown Alley

It wouldn't be Clown Alley without clowns! Here, family fun is a favorite in this area completely dedicated to children's entertainment. Young and old alike will enjoy games like **Bowling on the Green**, **Softball Pitch**, **Fiesta Feat Ball**, **Lollipop Loop**, **Loop-the-Hoop**, **Wiffle Waffle**, **Putting Around** and **Add-Up Darts**. Children (of all ages) can have their face painted in the **Face Painting** booth to put them in a festive mood. The **Karaoke** booth gives revelers the opportunity to sing along to their favorite melodies.

This area features all our childhood food favorites such as **Hamburgers/Cheeseburgers**, **Corn Dogs**, **Frito Pie**, **Curly Q Fries**, **Shaved Ice**, **Cotton Candy**, **Kiddie's Kernels**, **Dutch Chocolate Freeze with hardening chocolate**, and **Funnel Fries (a stack of funnel cake fries—new this year)**. An ATM machine and First Aid station are located on the Gresser House porch on S. Presa (across from karaoke booth).

French Quarter

French Quarter celebrates the tastes of France, New Orleans and south Texas French. **Escargot**, **Crayfish Etouffee**, **Crepes Suzette**, **Beignets**, **Peach Melba**, **French Sausage** and **Shrimp Po'Boys** are served by costumed mesdames and messieurs. Guests can enjoy a glass of **wine**, **champagne** or Smirnoff Malt beverages as they listen to the **Dirty River Dixie Band (new this year)** and view the 15-foot lit Eiffel Tower. An ATM is located on the Nueva St. side right beyond entrance gate on Alamo St.

Froggy Bottom (added in 2004)

Many of the city's early African-American settlers migrated to San Antonio from the Froggy Bottom region of Louisiana in the mid-to-late 1800s. The Froggy Bottom name comes from a popular, local social club on the near East Side of downtown in the early part of the 20th century. This NIOSA area pays tribute to the cultural contributions of African-Americans, celebrating their Southern hospitality and home cooking.

A variety of southern foods are offered, including NIOSA's most popular dish: **Mr. Chicken** (skewered fried chicken topped with a jalapeño). **Frog Legs** (moved from International Walkway) and **Mama's Sweets** (pralines) can also be found here. In addition to the comfort food found in this area, visitors can dance to the rhythm and blues performed by **Celsius**.

Frontier Town (started 1966)

An early Texas settlement, including an official **U.S. Postal sub-station** which offers an official NIOSA cancellation stamp, is re-created in one of the largest areas of NIOSA. A windmill marks the center, where there's plenty of room for boot-scootin' and grazing. **Horseshoe Sausage** (exclusive NIOSA recipe—750 pounds consumed annually), **Texas Bird Legs**, **Cowboy Klopse** (a deep-fried meatball in jalapeño batter), **Sopapillas**, **Steer-on-a-Stick**, **Shypoke Eggs**, **City Slickers** (seasoned cucumbers) and **Ranch Steaks** keep the appetites of visitors

satisfied. There are plenty of **Wrangler Margaritas**, cold suds and non-alcoholic **Mangonada (new this year)** in this area. A First Aid station and ATM are located in Frontier Town. **Craft Beer Saloon (new this year)** will sell four craft beers on draft from local Ranger Creek Brewing and Distilling, including San Antonio Lager, Red Headed Stranger, Love Struck Hefe (German-style Hefeweizen) and OPA. **Mario Flores & The Soda Creek Band** will perform in Frontier Town and guests can pose for photographs in the old-timey **Photo Bazaar**.

Haymarket (added in 1981)

During the Spanish Colonial period, San Antonians used to gather near San Fernando Cathedral to sell produce and livestock. This area, known as the Haymarket, inspired the NIOSA version. Facades and colorful banners resembling those from the farmers' markets of old adorn the NIOSA market. NIOSA goers will again enjoy music from **Patsy Torres Band**.

One of NIOSA's most famous and beloved foods bears the name of the woman who prepared it so long ago. **Maria's Tortillas** (a hand-patted, grilled corn tortilla, buttered and filled with cheddar cheese and salsa) is named for Maria Luisa Ochoa, housekeeper to Ethel Harris, Conservation Society president from 1951-53. Ochoa was enlisted by Harris to make tortillas for the event. Introduced in the early 1950s, the booth today sells nearly 7,000 concoctions each year. Other popular Haymarket dishes include **Gorditas/Chili Queens**, **Puffy Tacos**, sizzling **Beef Fajitas**, **Flautas (new queso for dipping)**, **Sangria** and **Wine Margaritas**.

International Walkway (added in 1972)

International Walkway showcases different ethnic groups that developed San Antonio's unique heritage. Italy, Greece and Belgium inspire the foods offered through the area. A NIOSA food favorite has moved to this area: **Bongo-k-Bobs** (beef shish-k-bobs, nearly 10,000 sticks, named after Bongo Joe, a local music legend). A veggie option will also be offered at Bongo booth: **Veggie-k-Bobs (mushrooms, peppers, squash and onions—new this year)**. **Fried Mushrooms** lead the list of other favorites, followed by **Baklava**, **Belgian Waffles**, **Pizza**, **Grecian Delight Gyro**, **Fried Ravioli** and **Baja Fish Tacos**. **Smirnoff Preparadas** (Mango malt beverage with fresh fruit, chamoy and chili lime powder) and **Jamaican Jerk Chicken Wings (new this year)** are sold here. The NIOSA Crafters sell their arts and crafts, discount advance NIOSA tickets (beginning March 1), past NIOSA posters, 2017 NIOSA medal and merchandise in the "NIOSA Crafters Store" at 218 S. Presa. **The Hitching Post** is the official NIOSA information booth where people can get directions to booths and entertainers; it also serves as a meeting place for friends. An ATM is located on the porch of the NIOSA headquarters in this area.

Irish Flats

Irish Flats, one of the original NIOSA areas, features Irish folk music and a host of filling fare to commemorate the Irish settlers of yesteryear. When visitors take a break from singing along to Irish ballads played by **Ravenmoor**, they can try **Potato Skins** and the addictive **Blarney Bacon** (brown sugar-crusting bacon). Irish Flats also sells **Touch of the Leprechaun** temporary tattoos. The area offers a version of the very popular Smirnoff Preparadas called "**Leprechaun Preparadas**" that are made with Green Apple Smirnoff; several beers including George Killian's; and non-alcoholic **Shamrock Tea (new this year)**. **Irish Good Luck Eggs (elaborately decorated cascarones with Irish themes—new this year)** will also be for sale.

Main Street USA (started in 1976)

Main Street USA was established as a bicentennial project in 1976. American classics and NIOSA exclusives—including **Brisket Biscuits** and **Fat Bread** (an English muffin covered with sautéed mushrooms and Jack cheese)—appeal to hearty appetites. **Fried Green Tomatoes**, **Strawberries and Cream**, **Lemonade**, **Fried Dill Dippers (new this year)**, **Banana Splits**, **Fried Oreos** and **(new this year) Chicken & Waffles on a Stick** with maple or jalapeño syrup round out the menu in Main Street USA. Visitors can enjoy the sounds of **C Rock Band** and **(new this year) DJ Mike**.

Mexican Market (original area of NIOSA)

A Mexican market is re-created with colorful papel picado banners and paper flowers in this original area of NIOSA. Celebrating the city's cultural ties to Mexico, this is where visitors find a NIOSA exclusive: **Anticuchos**—a marinated steak shish-k-bob with origins from Bolivia. First introduced in 1955, hundreds of volunteers serve more than 9,600 of these each year.

Other favorites include **Chalupas**, **Quesadillas**, **Fajitas de Pollo**, **Bean Tacos** with fresh corn tortillas made on the spot, **Burritos**, **Tamales with Chili** (new chili topping now offered, if desired), **Enchiladas**, **Elotes** (corn on the cob), **Mexican Coffee**, **Fruit Kabobs**, **Pink Lemonade** and non-alcoholic (new this year) **PiñaCocanada with Crema**. Mexican sweets include **Churros** and **Buñuelos** (crisp fried Mexican pastry dusted with cinnamon and sugar).

Workers costumed in huipiles, Oaxacan dresses, sombreros, ponchos and peasant attire enhance the flavor of Mexico, along with the musical entertainment of **Karizma**. In keeping with the spirit of a true marketplace, a **Tienda** booth offers folk art from all over Mexico, including toys, cookware, apparel and accessories. The **Bolsa** booth originated and still resides here, selling hand-painted paper shopping bags decorated by area artists.

Cascarones (confetti eggs) originated at NIOSA in the Mexican Market in 1959 and are now a Fiesta staple. Each year, approximately 35 dedicated Conservation Society volunteers work year-round to make more than 50,000 of the popular confetti eggs. For only \$1 revelers may buy three cascarones to crack over the heads of fellow visitors showering them with confetti. The sale of cascarones at NIOSA has contributed approximately \$648,344 for historic preservation projects since they were introduced in 1959.

Mission Trail (added in 1990)

These sacred San Antonio landmarks are commemorated in the Mission Trail area, which features facades of four missions of the San Antonio Missions Historical Park. This area also symbolizes the Conservation Society's successful promotion of a parkway to connect San Antonio's historic missions in the 1990s. During 1993-94, the Society was integral in securing federal funding for the Mission Trails project. The Society was integral in the Missions' nomination as an UNESCO World Heritage Site, initiating the nomination process in 2006 and continuing to support the nomination until they were awarded UNESCO World Heritage status in 2015. The Society's support of the Missions includes the recent substantial donation to Los Compadres operation of Mission San Juan Spanish Colonial Farm.

This area features **Prairie Chicken**, **Mission Maiz**, **Taco de Espada**, **Armadillo Eggs** (jalapeños stuffed with cheeses and baked in a biscuit-batter), **Sangria Slush** and **Chuleta de Puerco** (Pork Chop on a Stick). **Pan Dulce de Mission** (funnel cakes) and **Buñuelos a la Mode** (ice cream with Cajeta sauce and buñuelo chips) help satisfy those with sweet cravings.

Fortune Tellers predict fortunes of some, while others find Fiesta hats at **Sombrero Wagon**. An **Artista** (caricaturist) captures humorous renditions of visitors. The country western sounds of the **Good Ole Boys** entertain guests. An ATM and a First Aid station are located here.

Sauerkraut Bend (added in 1972)

German influence in San Antonio dates back to the early 1800s, when immigrants built their homes in the King William neighborhood along a bend in the San Antonio River. Called Sauerkraut Bend, it inspired the NIOSA version, which is set in the Villita Assembly Building. **Eurofest** and the **Cadence Cloggers of San Antonio** will provide continuous entertainment (including the popular Chicken Dance).

Visitors to the cool, spacious hall enjoy **Sausage on a Stick** (1,200 pounds worth, made exclusively for NIOSA), **Deutsche Nachtsche** (sweets including Black Forest Cake and

gingerbread), **Bretzlyn, Deutsche Ice Cream, Bavarian Kreme, Bratwurst Broetchen, Potato Pancakes, a Sausage Sampler, Pigs in a Blanket and Schinkenbrot (shaved ham on rye with butter and garnished with a gherkin pickle--new this year)**. The area also offers **Heineken, Leinenkugel's Summer Shandy, Shiner Bock, Shiner Premium, Beir mit Eiscreme** (beer floats in orange and new black cherry flavors) and **(new this year) craft beers** on draft from local brewery Ranger Creek featuring San Antonio Lager, Red Headed Stranger, Love Struck Hefe (German-style Hefeweizen) and OPA, in the Craft Bier Haus. An ATM machine and restrooms are located in this area.

South of the Border (added in 1981)

Imitating the roadside vendor stands in Northern Mexico, canopies of bright green, yellow, red and blue adorn food booths in our South of The Border area. Healthy favorites include **Aguacates** (fresh avocado halves filled with a blend of salsa and sour cream) and **Pollo Rancheros**. Other favorites include **Tacos de Queso, Beef Tacos, Queso Flameado, Tamales en Pollo** and **Smirnoff Preparadas** (Watermelon malt beverage with fresh fruit, chamoy and chili lime powder) are served here. The **NIOSA Crafters** will sell the crafts and artistic items they make as volunteers, including wreaths, fascinators and necklaces.

Sweet fruit drink carts usually found along border towns appear as **Jugos Frescas** with its mango, strawberry and watermelon juices blended into a favorite for parched participants and **NIOSARITAs** in lime and strawberry flavors **(new this year)**. An ATM and a first aid station are located inside the gate at S. Alamo and Villita.

Villa España (added in 2004)

Villa España celebrates the city's Spanish and Canary Islanders heritage with authentic Spanish dishes such as **Tapas Bandas, Baja Fish Tacos, Sangria** and **Shrimp Parilla** (shrimp-k-bob). Listen to the continuous entertainment of the popular R&B music of the **Dukes of Cool**.

Libations at NIOSA

Returning this year to all areas (except Clown Alley and Sauerkraut) will be **Miller Lite** and **Coors Light**. In select beer booths, guests will also find **Blue Moon, George Killian's, Shiner Premium** and **Dos Equis**. **New this year: Finding Friday** from local Busted Sandal Brewery in cans, in the Especial booths that serve Dos Equis in several areas. **NIOSARITAs** in lime and strawberry flavors will be sold in South of the Border. The Sauerkraut Bend area will sell **Heineken, Leinenkugel's Summer Shandy, Shiner Bock, Shiner Premium** and **Beir mit Eiscreme** (beer floats in orange and black cherry flavors). **New this year: craft beers on draft** from local brewery Ranger Creek featuring San Antonio Lager, Red Headed Stranger, Love Struck Hefe (German-style Hefeweizen) and OPA in Frontier Town at the Craft Beer Saloon and in Sauerkraut Bend in the Craft Bier Haus. Premium Smirnoff malt beverages, wine margaritas, sangria, four varieties of wine (Chardonnay, Merlot, Moscato, Burgundy) and champagne can also be found in select areas, as well as three varieties of the very popular **Smirnoff Preparadas** (a flavored malt beverage with fresh fruit, chamoy and chili lime powder). Non-alcoholic options include **PiñaCocanada with Crema** in Mexican Market, **Mangonada** in Frontier Town, **Shamrock Tea** in Irish Flats, and other soft beverages.

NOTE: NIOSA only accepts cash, but there are nine ATM locations on the NIOSA grounds in the following areas: China Town, Clown Alley, French Quarter, Frontier Town, International Walkway, Mexican Market, Mission Trail, Sauerkraut Bend and South of the Border. First Aid stations are located in Chinatown, Clown Alley, Frontier Town, Mission Trail and South of the Border areas. Strollers and backpacks are not allowed.

More about NIOSA:

WHEN: April 25-28, 2017, from 5:30 to 10:30 p.m. Gates close and alcohol sales stop at 10 p.m.; food sales and entertainment continue until 10:30 p.m.

WHERE: Grounds of the La Villita National Historic District—the 18th century Spanish

neighborhood, bounded by the San Antonio River and Alamo, Nueva and Presa streets (approximately five acres). Handicap access at all gates, except for the one at Alamo & Villita streets.

WHO: NIOSA is sponsored solely by the San Antonio Conservation Society. Founded in 1924, the Conservation Society is one of the oldest and most active community preservation groups in the United States. Beginning with efforts to prevent historic structures from being razed and to preserve such unique sites as the city's Spanish Colonial missions, the society has been responsible for saving most of the historic attractions that now make San Antonio one of the top tourist destinations in Texas. The Society was integral in the Missions' nomination as an UNESCO World Heritage Site, initiating the nomination process in 2006 and supporting the nomination until they were awarded UNESCO World Heritage status in 2015. The Society's support of the Mission includes the recent substantial donation to Los Compadres operation of Mission San Juan Spanish Colonial Farm.

NIOSA chairman Patti Zaiontz, reelected by the Conservation Society in June 2016 as its Fourth Vice President/NIOSA Chairman, volunteers her time all year to plan and coordinate the event, and is assisted by four NIOSA vice chairmen (Jackie Fellers, Charlie Hansen, Margie Arnold and Sharon Hearn), and treasurer Audrey Haake—also all volunteers. They oversee the 13,000 volunteers who contribute more than 150,000 volunteer hours to make NIOSA happen. Zaiontz estimates the costs to produce NIOSA are reduced by more than \$3 million due to volunteer services, which in turn helps the Society continue their preservation work in the community. NIOSA's community impact totals an additional \$1.3 million of payments of \$514,000+ to the city in rental, fees, permits and taxes, and over \$800,000 paid to local suppliers and entertainers for goods and services. The NIOSA Committee is able to present the San Antonio Conservation Society with an average of more than \$1.2 million annually in NIOSA profits to continue funding the Society's mission for preservation of historic properties, places, customs and educational programs.

PROCEEDS: NIOSA is the top fundraiser for historic preservation in the nation and truly lives up to its motto as a "Celebration for Preservation." In the past ten years alone, more than \$12 million has been netted at NIOSA to fund the Society's mission to "preserve historic buildings, objects, places and customs relating to the history of Texas and all that is admirably distinctive to the state." NIOSA proceeds support restoration and preservation of historic properties and parks throughout the city and neighboring counties, as well as education and advocacy programs and projects such as the Heritage Education tours, seminars, community tours, scholarships, resource library and house museums.

TICKETS: Gate tickets are \$15 for adults; children 12 and under are free when accompanied by an adult. Discount advance tickets are available for \$12 online at www.niosa.org, the NIOSA Crafter Store in La Villita and at other locations around San Antonio starting March 1; visit the website for specific locations. New this year: download discount e-ticket to your smart phone or tablet, or print out. All NIOSA gates have separate line for e-tickets.

INFO: Visit www.niosa.org, contact (210) 226-5188 or niosa@niosa.org or follow NIOSA on [Facebook](https://www.facebook.com/niosa.niosa) at www.facebook.com/niosa.niosa. NIOSA's website includes an interactive map, lists of all foods, beverages, entertainment and more.



MEDIA: More comprehensive media materials are available on the NIOSA website [news page](#). High-resolution photos, recipes, B-roll, interviews with Patti Zaiontz and more detailed entertainment/food schedules are available from Jeanne Albrecht at 210-392-9047 or jca@jeannebiz.com.