



# *THE 97<sup>th</sup> BURNING OF* **WILL SHUSTER'S ZOZOBRA**



## **ZOZOBRA TRADITION TO CONTINUE SAFELY IN 2021 WITH LIMITED TICKET SALES, AS PNM AND AVANGRID FILL FINANCIAL GAP**

### **\$100,000 CASH DONATION**

**MAINTAINS EVENT'S FINANCIAL SUPPORT FOR YOUTH AND COMMUNITY  
OF SANTA FE, KOAT CHANNEL 7 PROVIDES FREE LIVE BROADCAST OF  
EVENT ONLINE AND ON TV**

**For immediate release**

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**Contact: Ray Sandoval, Zozobra Event Chairman**

**1.855.ZOZOBRA**

(Santa Fe, NM) – In light of current health and community safety concerns, organizers of one of New Mexico's most cherished traditions, the annual Burning of Zozobra in Santa Fe, have been faced with tough decisions regarding this year's event planned for Friday, September 3<sup>rd</sup>.

After pulling off an unprecedented 2020 virtual pandemic burn with no COVID cases, the Kiwanis Club of Santa Fe has been working diligently to create another unforgettable Zozobra, but current public health and safety conditions have been casting a shadow of gloom over plans to welcome Zozobra fans back to Fort Marcy.

The annual event has provided \$1.9 million over the years to help the children of the Santa Fe community grow and thrive, made possible through ticket sales. As attendance limits were considered, the profitability and ability to pay the event's bills of this year's event was in question – until a Zozobra-sized gesture of financial support from PNM and AVANGRID helped Kiwanis to make the difficult but prudent decision to reduce Zozobra 2021 General Admission tickets to just 10,000.

AVANGRID is a recognized leader in renewable energy leader in the utility industry. AVANGRID NETWORKS is comprised of eight electric and natural gas utilities with approximately

3.3 million customers in New York and New England. AVANGRID has been recognized among World's Most Ethical Companies in 2021 for the third consecutive year by Ethisphere and was named one of America's Most JUST Companies by Forbes. AVANGRID has made an application to merge with PNM.

PNM donated \$50,000 as well as providing a line crew and equipment to raise the 50-foot, 2000-pound monster, and AVANGRID matched PNM's financial contribution with an additional \$50,000 for a combined contribution of \$100,000.00. These contributions will allow Zozobra to meet his "match" and light a better future for Santa Fe's youth.

"PNM has long supported the annual Zozobra event because of its ties to our community traditions. Zozobra is all about defeating our gloom and allowing this year's event to run a deficit would run counter to both the event's goals and the Kiwanis Club's mission to support our Santa Fe youth and community," said Pat Vincent-Collawn, Chairman, President, and CEO. "PNM is more than willing to step up our support this year to allow the event to continue safely without financial detriment."

"Our plans to merge operations with PNM are much bigger than electricity, and AVANGRID is eager to join in support of making New Mexico communities brighter and help New Mexico's unique traditions endure" added AVANGRID's Deputy CEO and President, Robert D. Kump.



"I've spent sleepless nights trying to figure out how to balance the need of our community to burn its gloom with the overwhelming responsibility of hosting a safe event. The commitment made by PNM and AVANGRID means a smaller crowd will have a safer experience and helps Kiwanis ensure that the Zozobra tradition comes out whole without needing tens of thousands of ticket sales," said Event Chair Ray Sandoval

And there's more good news! KOAT 7, New Mexico's ABC affiliate, will once again partner with Kiwanis to broadcast and webcast the burning for free so that no one will miss an opportunity to release the gloom of yet another challenging year.

What does this new plan mean for the Zozobra-loving community? It's simple! Buy tickets now while they are available because when Zozobra tickets are gone, you'll have to watch on TV or the web.

This has been the most difficult decision Kiwanis has ever had to make, and it's one that really hurts. But in the interest of hosting the safest event possible, we know we have made the right decision. We are asking our community for its understanding and support as we prepare to burn the gloom again, and whether ticket sales close before you make a purchase or you have already chosen not to attend, we promise you an epic gloom-free experience online on KOAT and [koat.com](http://koat.com).



We would be remiss if we did not thank PNM and its employees for their 80-plus years of support.

Generations of PNM lineworkers have annually spent their time and energy to make sure that Zozobra is raised safely, a process that always delights the schoolchildren who come to watch.

**THANK YOU,  
PNM and  
AVANGRID!**

## HOW IS KIWANIS ASKING YOU TO PREPARE FOR ZOZOBRA 2021 IN PERSON?

The Santa Fe Kiwanis has protocols in place for presenting a safe 97th Burning of Zozobra.

We are observing all Federal and New Mexico State public health orders currently in place and will institute any additional changes required on Friday, September 3rd by our Federal and State public health officials.



- Proof of Vaccination or a negative COVID test result with 72 hours of the event is required for entry. If you purchased a ticket before this requirement was put in place and you do not wish to comply please contact us for a full refund.

We are reducing human-to-human contact wherever possible and have the following safety protocols in place:

- Face masks are required for attendees who are unvaccinated and encouraged for everyone who attends. The New Mexico Dept. of Health encourages double-masking for an extra layer of protection.
- There will be a free vaccination tent onsite at the event.
- All volunteers are required to provide proof of negative COVID test results within 72 hours of the event.
- All vendors are required to be vaccinated and must provide service double-masked and wearing gloves. Vendors are also required to wipe down any contact areas each time someone new approaches to place an order. Anyone handling payments is not allowed to handle food during the same timeframe. A dedicated staff member will handle cash and credit card transactions separately and must wear and change gloves for every transaction.
- Drinks will be stored in an anti-viral solution.
- Kiwanis is providing over 16,000 antibacterial wipes for people at portable restrooms, and restrooms will be cleaned with an antibacterial spray frequently.
- Merchandise will be selected from a no-touch display in a merchandise tent and merchandise orders will be picked up from a separate tent.

The Kiwanis Club of Santa Fe extends its deep gratitude to PNM and AVANGRID for their generous sponsorship of the 97th Burning of Zozobra. With a new limitation on ticket sales challenging Zozobra's financial outlook, their generosity will help this cherished historic tradition survive yet another unprecedented year.

But Zozobra needs your help. The PNM/Avangrid contribution helped Zozobra continue and pay his bills, but Kiwanis has a second goal for Zozobra and that is to continue our financial support of our kids. So, we are humbly asking our community to help us fulfill Zozobra's charitable goal of making life better for Santa Fe kids. If you are staying home to watch the free KOAT broadcast/webcast, please consider buying Zozobra merchandise, donating and/or help us out by purchasing a \$15 "I'm Not Going, So I'm Pitching In" *donation ticket* on the Zozobra website at <https://burnzozobra.com>. We are trying to do the right thing by limiting the crowd size but that will limit our fundraising too. Every donation made will help Zozobra help kids!

***Our commitment to our traditions is unwavering!***

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*This year will be the 97th presentation of The Burning of Will Shuster's Zozobra Santa Fe's unique cultural celebration. Members of The Kiwanis Club of Santa Fe volunteer thousands of hours every year in preparation to make Zozobra a fun, family-friendly event but we always need help. Last year we donated \$44,000 from the proceeds of the 2020 pandemic Zozobra to area non-profits that aid Santa Fe's underserved youth. Zozobra has also helped save 4,000 lives through Project ELIMINATE. The Eliminate Project is the Kiwanis International & UNICEF global campaign for children to eliminate maternal/ neonatal tetanus (MNT) from the earth.*

