

# Proclamation

## City of Mission



**WHEREAS**, the Texas Citrus Fiesta was founded in Mission in December 1932 to promote the bountiful winter harvest of grapefruits and oranges from the lush, subtropical Rio Grande Valley; and

**WHEREAS**, the theme of the first fiesta—held outdoors against a backdrop of citrus-bearing trees—was “Coronation and Pageant of Citrus,” with John H. Shary, considered the father of the Texas citrus industry, reigning over the one-day celebration that began with a concert and culminated in the Proclamation Fiestacoronation of King Citrus and Queen Citrianna; and

**WHEREAS**, the Texas Citrus Fiesta established a lasting tradition of “royalty,” in which a citrus industry leader is selected as King and a Queen is chosen from Rio Grande Valley duchesses, each representing a community and its product or industry; and

**NOW, THEREFORE**, we, the City Council of the City of Mission, Texas, do hereby recognize and proclaim the month of January as:

### TEXAS CITRUS FIESTA MONTH

With this year’s theme, “**Citrus of the South**,” the City of Mission invites everyone to join the Texas Citrus Fiesta celebration week:

- **Monday, January 26, 2026** – Product Style Show, Mission Events Center, 6:30 p.m.
- **Thursday, January 29, 2026** – Royal Coronation, 7:00 p.m.
- **Friday, January 30, 2026** – Fun Fair, Bentsen Community Park, 5:30 p.m. to midnight.
- **Saturday, January 31, 2026** – Parade of Oranges at noon, Fun Fair Day 2, and the Royal Ball at 7:00 p.m.

**PROCLAIMED** on this the 13th day of January, 2026.

---

Norie Gonzalez Garza, Mayor

---

Jessica Ortega, Councilwoman

---

Ruben Plata, Mayor Pro Tem

---

Marissa Ortega Gerlach, Councilwoman

---

Alberto Vela, Councilman