

# Proclamation

## City of Mission



**WHEREAS**, Texas Citrus Fiesta was founded in Mission in December 1932. They saw the celebration as spreading the word about the bountiful winter harvest of grapefruits and oranges from the lush, subtropical Rio Grande Valley. This became a tradition of "royalty," with a citrus industry leader chosen as king and a queen chosen from Rio Grande Valley "duchesses," each representing a community and its product or industry; and

**WHEREAS**, the theme of the first fiesta, held outdoors against the background of citrus-bearing trees, was "Coronation and Pageant of Citrus." John H. Shary considered the father of the Texas citrus industry, reigned over the one-day celebration. It started with a half-hour concert and ended with the coronation of King Citrus and Queen Citrianna; and

**WHEREAS**, this became a tradition of "royalty," with a citrus industry leader chosen as king and a queen 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 "Boots & Blossoms" and invites the community to the Texas Citrus Fiesta Celebrations starting with the Texas Citrus Fiesta Product Costume Style Show on Tuesday, January 21<sup>st</sup>, Coronation on Thursday, January 23 and Texas Citrus Fiesta Parade of Oranges Saturday, January 25<sup>th</sup>.

**PROCLAIMED** on this the 13<sup>th</sup> day of January 2025.

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Norie Gonzalez Garza, Mayor

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Jessica Ortega, Councilwoman

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Ruben Plata, Mayor Pro Tem

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Marissa Gerlach, Councilwoman

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Alberto Vela, Councilman