

**\$10 Donation Admission  
to "We CARE" Area  
21 years old to enter  
Beer will be served  
at 5:00 p.m. Friday,  
September 22, 2017  
&  
at 4:00 p.m. Saturday,  
September 23, 2017**



**Join Us for One of  
New Mexico's Largest  
Cancer Fundraisers!  
The Big Event's  
proceeds will benefit  
the people of  
Doña Ana County in  
active treatment for  
any type of cancer.**

**Plaza de Las Cruces & Locations Noted  
September 21, 22, 23 & 24, 2017  
ITINERARY**

<b>THURSDAY, SEPTEMBER 21, 2017</b>		
<b>TIME</b>	<b>DESCRIPTION</b>	<b>LOCATION</b>
1:00 p.m.	The Big Event Golf Tournament	Red Hawk Golf Course
<b>FRIDAY, SEPTEMBER 22, 2017</b>		
5:00 p.m.	We CARE Area Entrance Event Sponsor, VIP Table or \$10 Donation Admission	Plaza de Las Cruces
5:00 to 9:00 p.m.	Kid's Zone – Free Kids Activities & Fun	Plaza de Las Cruces
5:00 to 9:00 p.m.	Art for CARE – Local Artists sell their Art & support CARE	Main Street
6:00 to 6:30 p.m.	Opening Ceremonies – Guest Speakers	Plaza de Las Cruces
6:30 to 7:45 p.m.	UnLyshed	Plaza de Las Cruces
8:00 to 9:15 p.m.	Eli James Band	Plaza de Las Cruces
9:30 to 11:00 p.m.	Phat Soul – Local Headliner	Plaza de Las Cruces
<b>SATURDAY, SEPTEMBER 23, 2017</b>		
9:00 a.m.	Parade Setup	District Court Park'g Lot
9:30 to 12:30 p.m.	RACE FOR CARE/Parade/5 <sup>th</sup> Annual Jubilee of Life Walk	Main St to Alameda Blvd
1:00 to 1:30 p.m.	New Mexico Gunfighters Association	Plaza de Las Cruces
1:30 to 3:30 p.m.	Las Cruces International Mariachi Conference Mariachi Extravaganza y Folklor de Mexico	Plaza de Las Cruces
1:00 to 9:00 p.m.	Kid's Zone – Free Kids Activities & Fun	Plaza de Las Cruces
3:00 to 9:00 p.m.	Art for CARE – Local Artists sell their Art & support CARE	Main Street
3:30 to 4:00 p.m.	4th Annual Fashion Show	Plaza de Las Cruces
4:00 p.m.	We CARE Area Entrance Event Sponsor, VIP Table or \$10 Donation Admission	Plaza de Las Cruces
5:00 to 6:45 p.m.	Karlos Saucedo	Plaza de Las Cruces
7:00 to 8:45 p.m.	Natajja	Plaza de Las Cruces
9:00 to 11:00 p.m.	Tobias Rene - Headliner	Plaza de Las Cruces
<b>SUNDAY, SEPTEMBER 24, 2017</b>		
9:00 a.m.	CARE Fulfills Dreams Bike Run	Downtown Parking Lot 3
12:00 to 12:30 p.m.	Announcements & Roberto's Enchilada Cook-Off Kickoff	Plaza de Las Cruces
12:00 to 3:00 p.m.	2 <sup>nd</sup> Annual Roberto's Enchilada Cook-Off Contest	Plaza de Las Cruces
12:00 to 4:00 p.m.	1 <sup>st</sup> Annual CARE Fulfills Dreams Bike & Car Show	Downtown Parking Lot 3
12:00 to 5:00 p.m.	Kid's Zone – Free Kids Activities & Fun	Plaza de Las Cruces
12:00 to 5:00 p.m.	Art for CARE – Local Artists sell their Art & support CARE	Main Street
12:30 to 1:00	New Mexico Gunfighters Association	Plaza de Las Cruces
1:00 to 2:30 p.m.	Caliente	Plaza de Las Cruces
2:30 to 2:45 p.m.	Announcement of Raffle Winners	Plaza de Las Cruces
2:45 to 4:30 p.m.	Las Cruces Gents	Plaza de Las Cruces
3:00 to 3:30 p.m.	2 <sup>nd</sup> Annual Lumbre Chile Eating Contest	Plaza de Las Cruces
4:00 p.m.	Announce Roberto's Enchilada Cook-Off Contest Winner	Plaza de Las Cruces
4:30 to 4:45 p.m.	Announce 1 <sup>st</sup> Annual CARE Fulfills Dreams Bike & Car Show Winners	Plaza de Las Cruces
4:45 to 6:00 p.m.	Anthony 'n' Nite Liters	Plaza de Las Cruces