

PRESS RELEASE

FOR IMMEDIATE RELEASE

Local Credit Union Sponsors 8th Annual Zozofest & Zozobra Art Show

Santa Fe, New Mexico, August 17, 2020 – Northern New Mexico financial mainstay, Del Norte Credit Union (DNCU) is once again supporting the Official Burning of Will Shuster’s Zozobra, the famed annual event organized by the Kiwanis Club of Santa Fe, as title sponsor of the Zozobra Art Show 2020. The Burning of Zozobra has become one of the symbols of both Santa Fe and New Mexico and serves as a potent reminder of the madcap celebrations of the city’s past and one artist’s generous dedication to his adopted home.

Because Zozobra 2020 will be a no-crowd event, with no ticket sales, Kiwanis’ 2020 fundraising efforts will be bolstered by the net proceeds of their new Burn My Gloom site, those funds will be donated to area nonprofits that provide assistance to the children of New Mexico. Seeking to support artists’ creativity and to go further in their mission of improving lives, Del Norte Credit Union became the title sponsor of the first-ever online version of Zozofest.

Zozobra fans may prepare for one of the most famous cultural events of the year by visiting and supporting local artists at the museum-style exhibit from Saturday, August 15 through Sunday, September 6, 2020.

For artists, this means only one thing: artwork in the image of the Santa Fe character everyone loves to hate. As the date draws ever closer to Zozobra’s fiery battle with an immortal foe, the Fire Spirit, the Kiwanis Club of Santa Fe, Keepers of Zozobra’s Flame, mark this unusual time with an amazing collection of Zozobra-related artwork.

Paintings, drawing, photographs and sculpture – a multitude of different styles of artwork will be on display, including sculptures viewable in 3D. Artwork for sale will be clearly identified and pick-up of purchased items will take place after the exhibit closes on Sunday, September 6, 2020.

“For over 6 years now, we have teamed up with the Kiwanis Club of Santa Fe to bring Zozobra to life for our membership and communities”, says Chuck Valenti, President/CEO of DNCU. “We are thrilled to support a cause that gives back to so many organizations that are making a difference for the youth of northern New Mexico—we continue to stand together and support one another.”

Interested parties can submit their “gloom” to burn inside Zozobra on Friday, September 4, 2020 via the new Burn My Gloom site. For a small donation, contributors may proceed directly to burnzozobra.com/gloom/ and put their “troubles” inside Santa Fe’s most iconic character and prepare for both to go up in smoke.

Save the date! Tune in on Friday, September 4, 2020 from 8-10 PM MDT when Zozobra 2020, a no-crowd event, will be televised live for free by KOAT Channel 7, New Mexico’s ABC affiliate and streamed on the web at koat.com.

About Del Norte Credit Union

Chartered in 1954, Del Norte Credit Union is a not-for-profit credit union based in New Mexico with a mission of Improving Lives. DNCU offers a wide variety of products and services designed to make members achieve financial success. Today DNCU serves more than 57,000 members throughout New Mexico and the United States.

About Kiwanis Club of Santa Fe

The Kiwanis Club is a 501(c) (4) nonprofit organization whose mission is to provide opportunities for improving the lives of the children of New Mexico.

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