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KOAT 7 SET TO BROADCAST 97TH BURNING OF ZOZOBRA LIVE IN SECOND YEAR AS EXCLUSIVE TELEVISION PARTNER

ALBUQUERQUE, NM - KOAT 7 has renewed its exclusive broadcast of a Santa Fe tradition, “The Burning of Will Shuster’s Zozobra”, featuring a 1-hour documentary revealing the origins of iconic event. Then viewers will watch the ’80s themed marionette burn live on KOAT and KOAT.com. The Santa Fe Kiwanis Club, organizers for the 97th annual event, partnered with KOAT 7 again to ensure all New Mexicans could participate in the important cultural event.

“We know that Zozobra is an event like no other and provides our viewers with a show that elevates spirits.” said Lori Waldon, President and General Manager of KOAT. “Once again, KOAT is excited to partner with Zozobra and provide unique programming that excites and celebrates New Mexico.”

KOAT has recently won 2 awards from the New Mexico Broadcasters Association for its 2020 broadcast of Zozobra. KOAT is increasing this year’s production features with more than a dozen cameras, including multiple drones, to capture the fiery event. The 1-hour live portion will be nearly non-stop, filled with music, dancing and the ever-growing fireworks spectacular. Organizers will once again take the hundreds-of-thousands of “glooms” that the public purchases and burn them inside the 50-foot caricature. Funds raised by the Santa Fe Kiwanis Club are used to make grants for local area nonprofits, helping children excel and achieve.

“With the 97th Burning of Zozobra fast approaching, we are thrilled and grateful that our generous partners at KOAT will be broadcasting Zozobra to every New Mexican’s TV, for a second year, for free,” says Ray Sandoval, event chair for Zozobra. “We are set to burn our gloom together and safely celebrate our historic traditions in a spirit of goodwill and unity.”

The two-hour KOAT Action 7 News Special begins with “Zozobra: Legacy of Fire” at 8:00pm and “Zozobra: Live!” at 9:00pm on September 3rd only KOAT 7 and KOAT.com.

About KOAT Channel 7

KOAT is New Mexico’s broadcast and digital media leader, providing news, weather, community service and entertainment on multiple platforms including KOAT Channel 7, koat.com, and the KOAT App. Founded in 1953, KOAT is committed to its mission to serve the state of New Mexico with quality local content. The station has been honored with numerous prestigious national broadcasting honors including multiple recognitions as Television Station of the Year by the New Mexico Broadcasters Association, the RTDNA Edward R. Murrow Awards, the regional Emmy’s, Associated Press Awards, and Walter Cronkite Awards. KOAT, an ABC affiliate station, is owned by Hearst Television Inc., a wholly owned subsidiary of the Hearst Corporation, a leading media company whose global holdings include 29 television stations and two radio stations. Follow us on Facebook (koat7) and Twitter (@koat7).

About Hearst Television

Hearst Television owns and operates television and radio stations serving 26 media markets across 39 states reaching over 21 million U.S. television households. Through its partnership with nearly all of the major networks, Hearst Television distributes national content over nearly 70 video channels including programming from ABC, NBC, CBS, CW, MY Net, MeTV, This TV, Estrella and more. The radio stations are leaders in Baltimore news/talk and rock music listenership. Hearst Television is recognized as one of the industry’s premier companies and has been honored with numerous awards for distinguished journalism, industry innovation, and community service. Hearst Television is a wholly owned subsidiary of Hearst. The Company’s Web address is www.hearsttelevision.com.