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**KOAT 7 IS EXCLUSIVE BROADCAST PARTNER TO 99TH BURNING OF ZOZOBRÁ
VIEWERS ACROSS THE WORLD CAN WATCH LIVE SEPTEMBER 1ST**

ALBUQUERQUE, NM – KOAT 7 will once again bring New Mexicans and viewers across the world a front-row seat to an iconic Santa Fe event. The 99th Burning of Will Shuster’s Zozobra is set to go up in flames September 1st and viewers can watch it all live, only on KOAT 7. The Kiwanis Club of Santa Fe, organizers of the annual event, have planned out an exciting night filled with music, performances, and a spectacle unlike any other.

“For close to 100 years, Zozobra has been a beloved tradition of New Mexico. And now it has attracted global attention.” said Lori Waldon, President and General Manager for KOAT 7. “KOAT is proud to partner with the Kiwanis Club to bring the magic of Zozobra to people around the state and around the world on multiple platforms.”

KOAT 7 has been the broadcast partner for the cultural event since 2020. KOAT 7 also produces a 1-hour documentary that will air preceding the live burning. The special will take an in-depth look at Will Shuster, the creator of Zozobra, and how it has become a cultural phenomenon as it closes in on its 100th year. KOAT 7 has also recently earned another award for their work on Zozobra. The New Mexico Broadcasters Association awarded KOAT 7’s “Zozobra: Legacy of Fire” from 2022 as Best Local Programming.

“The Kiwanis partnership with KOAT has been a game changer. Our iconic Zozobra tradition means so much to our community and our state. Not only to the people who come to burn their gloom in person, but also to the seniors and expats who have raised their families with love for Zozobra in their hearts.” said Ray Sandoval, event chair for Zozobra. “Being able to participate in our amazing tradition, through television, or the web has brought new appreciation for the rich, cultural life that New Mexicans enjoy and are privileged to share, and we are so grateful to KOAT for making that happen.”

The two-hour special broadcast will start at 8pm MST on September 1st with “Zozobra: Legacy of Fire” followed by “Zozobra: Live!” at 9pm MST. KOAT 7 will carry the programming live on television, KOAT.com, the KOAT app and the Very Local app.

About KOAT Channel 7

KOAT is New Mexico’s broadcast/digital media leader, providing news, weather, community service and entertainment on multiple platforms including KOAT Channel 7, koat.com, and the KOAT mobile 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 35 television stations and two radio stations. Follow us on Facebook (koat7) and Twitter (@koat7).

About Hearst Television

Hearst Television owns and/or operates 35 television and two radio stations serving 27 media markets across 39 states reaching over 22 million U.S. television households. Through its partnership with nearly all major networks, Hearst Television distributes national content over more than 120 video channels including programming from ABC, NBC, CBS, CW, MY Net, MeTV, Estrella and more. The radio stations are leaders in Baltimore news/talk and rock music listenership. Its Hearst Media Production Group unit produces original programming across linear and streaming platforms for domestic and international distribution. Its Very Local app, free to download on household OTT devices and available across popular streaming services, offers 24/7 access to local news, weather and an array of local and regional programming. 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.



