

# “THE CROSSING TIMES NEWSLETTER

Pharr Bridge Quarterly News

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## START OF THE PRODUCE SEASON

**Upcoming Events:**  
• Coming Soon

## Annual Christmas & New Year Celebration



### 10 years of Making History

For the past 10 years, the Pharr International Bridge has put produce on the center stage at the annual Start of the Produce Season Celebration and on October 6, 2023, they did just that by celebrating it's 10th Anniversary. We want to thank all our sponsors, guest speakers, restaurants and chefs, and all the attendees for making this year's event a huge successful as well as memorable. Here's to many more years of celebrating the #1 port of entry for fresh produce!

## TRUCKSGIVING LUNCHEON

On November 17, 2023, the Pharr International Bridge hosted their 2nd Annual Trucksgiving Luncheon with over 70 customers, partners and stakeholders in attendance for this special holiday occasion, making it a huge success! This event aims to give thanks to our customers and spread gratitude ahead of the holiday season.



Food, Fun, Dancing, Live Entertainment and Gift Raffles is what happens every year at the Pharr International Bridge! The Annual Customer Appreciation Holiday Social event took place on December 8, 2023, as a way to say "Thank You" to our dedicated and loyal customers for their continued support year after year. Christmas is the time for giving, and this is our way to give back to the businesses that keep us moving forward. New Year is the time to look ahead, and this is our way to wish our customers the best, going forward.

**We would like to Thank our 20 New Customers from October–November 2023 WELCOME!!**