

THE BRISCOE'S COWBOY CHRISTMAS ADDS WESTERN FUN TO THE HOLIDAYS

Cowboy Claus, Cookies and Cocoa Create San Antonio Holiday Fun

San Antonio, TX – (November 2021) Everyone knows that in Texas, the *real* Santa wears a cowboy hat and boots. And thanks to the Briscoe Western Art Museum, everyone can meet him! Enjoy the holidays in a Western way at the Briscoe's Cowboy Christmas unfolding 10 a.m. – 2 p.m., Dec. 5. With the Briscoe brimming with holiday cheer, Cowboy Christmas fun is included with general museum admission. As always, children 12 and under receive free admission at the Briscoe, as do active duty members of the military, making the museum a terrific spot for local families to add to their holiday plans.

Cowboy Christmas features a day of family fun exploring the museum with holiday crafts, hot cocoa and cookies. A special 12 Days of Christmas scavenger hunt will lead you through the Briscoe's fantastic collection and there will be Christmas crafts and coloring sheets to enjoy onsite or take home. And of course, a stroll through the museum's [McNutt Sculpture Garden](#) is the perfect path to enjoy the River Walk and all of its holiday beauty.

Family activities during Cowboy Christmas include making ornaments with a nod to Mexican and Latino influence on the West. The Briscoe's fall exhibition spotlights vaqueros and the birthplace of the modern cowboy through almost 60 images from celebrated photographer Werner Segarra in *Vaqueros de la Cruz del Diablo: Contemporary Photography of the Northern Mexican Cowboy*. Making its United States debut at the Briscoe, the exhibition details the vaqueros' profound influence on the American West. [Vaqueros de la Cruz del Diablo](#) invites audiences to peer into the world of the Norteño Cowboys, not as a casual tourist, but as an intimate observer. The exhibition is open to the public through Jan. 24, 2022.

For everyone looking to fill their gift lists, the Museum Store is offering special deals during Cowboy Christmas, including 10% off all holiday, home décor, and gifts for men, women and children. From Western-themed wine stoppers that make the perfect hostess gift, a serape bib for the most stylish San Antonio babies and fantastic story books that take young readers on Western adventures to sterling silver cufflinks and jewelry that will add sparkle to every holiday occasion, make sure to do your holiday shopping at the Briscoe. A great find to fill your wish list: a platter that's TV-famous! Currently featured in Paramount's television show, "Yellowstone", add a fantastic Christmas platter from True West to your holiday table this year.

Something sure to be popular in Cowboy Claus' bag of gifts this year: gift [memberships to the Briscoe](#). Share the wide open spaces of the West – and all of the art, heritage and programming of Briscoe – with someone special on your gift list by giving them a museum

membership. [Holiday deals on Friend, Duo and Family memberships are available through Dec. 31.](#) With \$10 off of regular museum membership pricing and packaged with a gift-wrapped ornament, Cowboy Claus' elves will be snapping these up for all of the good cowboys and cowgirls this year!

Head West in the Heart of Downtown

The Briscoe's collection of Western art and artifacts showcases the stories of the West through visual art. The museum's permanent collection of Western art and artifacts, including exhibitions that highlight the stories of the American Indian, cowboys, pioneering women and others that define the West. Collection highlights include Santa Anna's sword, works by Frederic Remington, Pancho Villa's last known saddle, a fantastic Alamo diorama and artifacts, contemporary and historic paintings, sculptures, an impressive spur collection, and other cowboy and Native American relics, weapons and photography.

The museum is open Thursday through Monday, 10 a.m. – 5 p.m. and closed to the public on Tuesdays and Wednesdays. The Briscoe is located on the south end of the River Walk, near the Arneson River Theatre and La Villita, with convenient parking at the Riverbend Garage directly adjacent to the museum or one of many downtown surface lots. Museum hours, parking and admission details are available [online](#).

About [The Briscoe Western Art Museum](#): *Preserving and presenting the art, history and culture of the American West through engaging exhibitions, educational programs and public events reflective of the region's rich traditions and shared heritage, the Briscoe Western Art Museum is located on the San Antonio River Walk at 210 W. Market Street in the beautifully restored 1930s former San Antonio Public Library building. Named in honor of the late Texas Gov. Dolph Briscoe Jr. and his wife, Janey Slaughter Briscoe, the museum includes the three-story Jack Guenther Pavilion, used for event rentals and programs, and the outdoor McNutt Sculpture Garden. Follow the Briscoe on social media, @BriscoeMuseum.*