LETTER FROM THE DIRECTOR

October is here, and around the Chamber, we're running on caffeine, checklists and the excitement of seeing months of planning finally come together!!!!

The Jamburgeree is almost here, and we can't wait to welcome you downtown October 16–17. Neal McCoy's FREE Friday night concert is a pretty great reason to come, but give yourself time to enjoy everything happening around it and come back Saturday! From the UT Health Black-Eyed Pea 5K and Family Fun Run to cookoffs, multiple free kids zones, vendors, competitions, & live entertainment, we've packed a lot into this weekend!

What I'm most excited about, though, is seeing Athens full of people enjoying Athens! Families spending the day together, visitors discovering our downtown, and local businesses getting a chance to introduce themselves to someone new. That's what we hope these events make possible, and your support helps us do it.

There's plenty happening before and after Jamburgeree, too with a calendar full of fall fun. Take a look through the upcoming events & you may find something you didn't even know was happening!

A quick Chamber reminder: We won't have an October luncheon, and voting for our Members of the Month closes soon..

To everyone sponsoring, volunteering, sharing our posts or encouraging us along the way: THANK YOU!

Jenn Browning
Executive Director
903-675-5181
jen.athenstxchamber@outlook.com

CLICK ANY IMAGE FOR MORE INFO!



Upcoming Events

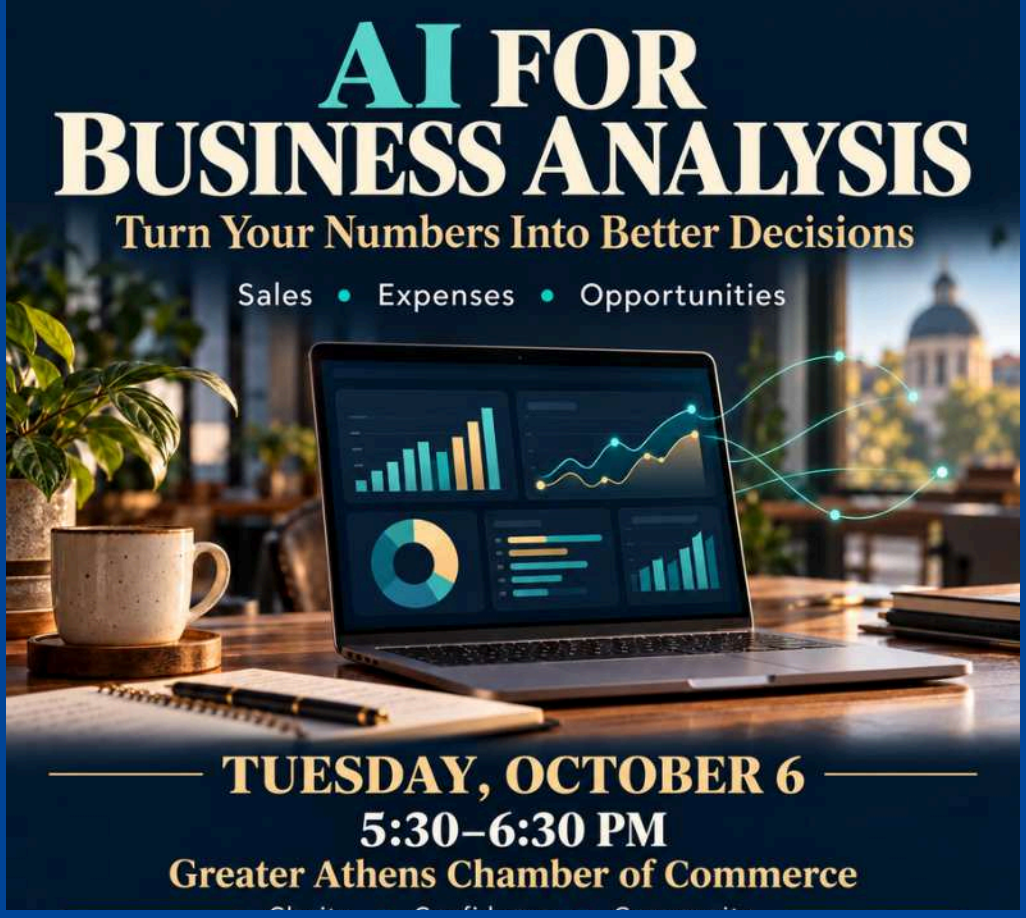


****Designates Chamber event****
Others are done by organization listed.



Kiwanis – Tues., *Rotary – Thur. at Athens Country Club at noon weekly
VFW Wednesdays Free Pool (7 – 9 PM), VFW Fridays Karaoke & Dancing (7:30-11:30 PM)

October 5 - Rotary Golf Tournament at Athens Country Club
October 6 - National Night Out at Kiwanis Park (6 - 8 PM)
October 8 - Cancer Prevention class at UT Health Athens
**October 9 - Chamber Ambassador Meeting (Noon-1 pm)
October 9-11 - 'Young Frankenstein' at SNAPA
**October 10 - Oktoberfest & 10 Year Ribbon Cutting Celebration at Athens Brewing Co. (11AM)
October 10 - Cain Center YMCA Fall Fest
October 10 - St. John Lutheran Church's Annual Oktoberfest (11 AM)
October 10 - CASA of Trinity Valley "Harvest for Hope" Fall Ball
October 10 - St. Edward's Annual Gala
**October 14 - Chamber Luncheon NOT HELD in Oct. (Join us at the Jamburgeree)
**October 16-17 - Jamburgeree (downtown Athens)
**October 16 - Jamburgeree presents Neal McCoy free in concert (6 PM-opener)
**October 17 - Jamburgeree and UT Health present Family Fun Run/5K at Cain Center YMCA
October 22 - Do Well, Be Well With Diabetes class at UT Health Athens
October 22 – CHRISTUS Blood Drive
October 22-25 - 'Misery' at HCPAC
October 29 - Do Well, Be Well With Diabetes class at UT Health Athens
October 29 - Texas A&M AgriLife Trunk or Treat at Henderson Fair Grounds (6 - 9PM)
October 30 - TVCC's Trunk or Treat (5 PM)
October 31 - Scott Ranch Venue Concert with Wesley Pruitt (wear your costume)

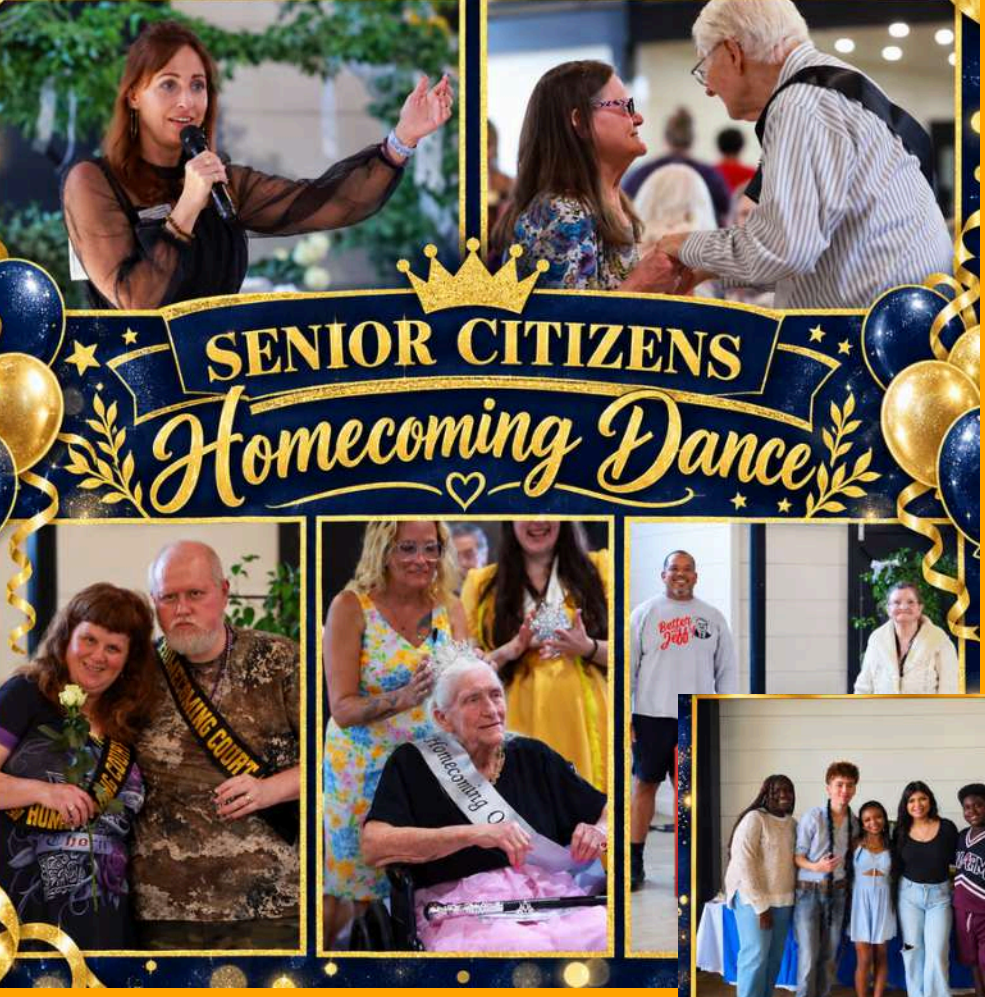


{special}
THANKS
to our sponsors

ATMOS energy®

TIA JUANITA'S FISH CAMP
SINCE 2014





Alinea
Family
Hospice
Care







NATIONAL NIGHT OUT
NNO
2026
POLICE · COMMUNITY PARTNERSHIPS

Tues, Oct. 6



Texas A&M AgriLife Extension
Ribbon Cutting & 4-H Open House
September 17, 2026 • Henderson County











GREATER ATHENS CHAMBER OF COMMERCE

NO OCTOBER CHAMBER LUNCHEON

We're getting ready for Jamburgeree!



A big party in downtown Athens

OCTOBER 16–17, 2026



GREATER ATHENS Chamber of Commerce

OCTOBER 2026

VOTE FOR BUSINESSES OF THE MONTH & COMMUNITY CHAMPION

Vote!

Sept. Small Business of Month

903 Foundation

The 903 Foundation recently raised approximately $9,000 and distributed the funds among 13 local nonprofits serving our community.



Nominees: Athens Army Navy Pawn & Head Honcho Hat Co.

Sept. Med. Business of Month

Henderson Cty. Go Texan

This Committee gives tens of thousands of dollars in scholarships to local students year after year.



Nominees: Cole A/C & Appliances and Bacon Auto Ranch

Sept. Large Business of Month

First State Bank

FSB consistently shows up, contributes and promotes the businesses, organizations & events that keep our community moving forward.



Nominees: Athens Independent School District and Republic Services

Sept. Community Champion

Police Chief Chad Allen

Chief Allen leads with heart and purpose & continually finds creative ways to bring our community together.



Nominees: Pastor Seth Davidson, Michael Hannigan and Athens Animal Services

Fall into Athens Decorating Contest

Fall is in the air and Athens is ready for some fun...

We are counting on you, as well as many other Athens merchants to contribute to the pride and excitement by decorating the outside entrance of your business using a Fall theme.

On October 11th volunteers will once again festively decorating the Courthouse lawn with pumpkins, hay, scarecrow, etc.

Keep Athens Beautiful is sponsoring a Fall into Athens decorating contest. Please consider a beautiful fall theme for your display.

All decorations should be completed by October 13th .
Judging will take place on October 14th.
Winners will be announced with pictures in Athens Review

We have added the following categories to make the contest more fun.

Children's Theme
Best use of a Pumpkin
Traditional Theme
Most Original Theme

Call Keep Athens Beautiful
at 903-675-7961 to enter your display.

Fisher Estates
Groundbreaking Celebration
September 26, 2026 • Athens, Texas











PEOPLE.
IDEAS.
SOLUTIONS.

A STRONGER
HENDERSON COUNTY

COMMUNITY CONVERSATIONS BUILD A *Brighter* TOMORROW.

HENDERSON COUNTY CANDIDATE FORUM

REAL CONVERSATIONS. REAL IMPACT.

Hear from the candidates on the issues impacting Henderson County and Texas.



FEATURING MODERATOR

Gloria Campos

WFAA's (Retired)
AWARD-WINNING JOURNALIST,
TRUSTED STORYTELLER,
FOR A STRONGER TEXAS.

RSVP @
https://mobilize.us/s/0lvs5n

THURSDAY,
OCTOBER 8, 2026
4:00 - 5:00 PM: MEET W/GLORIA & NOMINEES
5:00 - 7:00 PM: FORUM W/NOMINEES

JIMMY'S ON THE SQUARE
217 E TYLER ST
ATHENS, TX

ALL ARE WELCOME!
COMMUNITY MEMBERS
VOTERS • PRESS • STUDENTS

Texas Starts Here.

★ #FEATURED NOMINEES



CHELSEY HOCKETT
U.S. CONGRESS
CD 5



BOBBY TILLMAN
TEXAS SENATE
SD3



MARK MOSELEY
TEXAS HOUSE
HD4



JEFF CHAVEZ
TEXAS HOUSE
HD8

$20 AT THE DOOR
Covers 1 beer or wine and hors d'oeuvres.
Beer/wine cash bar available.

HOSTED BY
THE HENDERSON COUNTY DEMOCRATIC PARTY

COMMUNITY ★ SERVICE ★ CHANGE

Paid for by the Henderson County Democratic Party of Texas and not affiliated with any candidate or political campaign.



The Home of
Athens Hornet Athletics

94.5 1410
KLVQ
ROCK'S GREATEST HITS

Streaming live video
of Hornet Football 2026
available here all season long

Postcard CABINS | Outdoor Collection by MARRIOTT BONVOY

S'mores & Tours

Join us for an open house at Postcard Cabins, where you can trade your afternoon routine for fresh air, explore the cabins, meet the team, and enjoy a s'more by the crackling campfire. Come say hello, take a look around, and discover why so many guests are escaping to the outdoors.

Postcard Cabins
Piney Woods
9595 County Road 4357
Larue, TX 75770

Thursday
October 8, 2026
4 PM

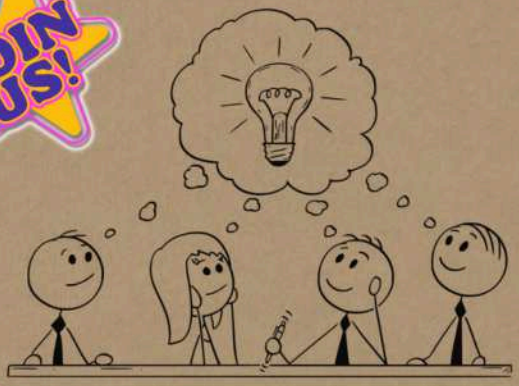


Part of MARRIOTT BONVOY

AMBASSADOR/ JAMBURGEREE PLANNING MEETING

OCTOBER 9, 2026
12 PM - 1 PM

JOIN US!



GREATER ATHENS Chamber of Commerce

201 W CORSICANA ST.
ATHENS PARTNERSHIP CENTER

JOIN US FOR A



AUTUMN MARKET

ATHENS FARMERS MARKET

Handmade goods / locally sourced
Seasonal treats / Family fun

9-12pm
Downtown Athens, Tx

ST. JOHN LUTHERAN CHURCH PRESENTS

Oktoberfest

October 10th, 2026
11am

STAGE NOTES ACADEMY OF PERFORMING ARTS PRESENTS

THE MEL BROOKS MUSICAL

YOUNG FRANKENSTEIN

BOOK BY MEL BROOKS AND THOMAS MEEHAN

MUSIC AND LYRICS BY MEL BROOKS

OCT. 2, 3, & 9 @ 7PM
OCT. 4, 10, & 11 @ 3PM

224 N. PRAIRIEVILLE ST
ATHENS, TX 75751

GET TICKETS ON OUR WEBSITE: WWW.STAGENOTESAPA.COM/TICKETS

YOUNG FRANKENSTEIN is presented through special arrangement with Music Theatre International (MTI). All authorized performance materials are also supplied by MTI. www.mtishows.com

FAMILY OWNED | COMMUNITY BUILT | HISTORIC CHARM | GOOD TIMES ONLY | CULINARY CRAFTINESS | EVER EVOLVING

ATHENS BREWING CO.

OKTOBERFEST

10 YEAR ANNIVERSARY PARTY

GREATER ATHENS Chamber of Commerce

OCTOBER 10

11:00 AM
KEG TAPPING CEREMONY
Our seasonal Märzen

11 AM–2 PM
HAPPY HOUR

5:00 PM
LIVE MUSIC STARTS

HEADLINER • 8:00 PM

WESLEY PRUITT

COMPETITIONS

- BEST DRESSED
- GROWLER HOLDING
- FLUNKY BALL

- SPECIAL OKTOBERFEST MENU
- NEW MERCH RELEASE
- 2027 MUG CLUB PRESALES

Country Place

10-Year Anniversary Celebration

Tuesday, September 29, 2026











CASA OF TRINITY VALLEY PRESENTS:

HARVEST FOR HOPE

2026 FALL BALL

THE Texan
ATHENS TX

Saturday, October 10th
Doors open at 5:30
209 E Tyler St. Athens, TX 75751

BUY 2 Get 1

Head Honcho
HAT COMPANY







MIX. MATCH. SAVE.

Choose any 3 hats.
Lowest-priced hat is FREE.

SHOP THE B2G1



Play Learn Grow

Mimi's Creative Kids

Big or small, learn something every day

A Brighter Tomorrow Starts Here!

- SAFE ENVIRONMENT
- CREATIVE LEARNING
- CARING TEACHERS
- BRIGHT FUTURES

NEW ENROLLMENT SPECIAL!

20% OFF

the weekly tuition rate for the next two months on new enrollments!

Join the Mimi's Family!



Give your child a fun, loving, and enriching place to learn, grow, and make lifelong friends!

More than child care... a place to belong!

ENROLL TODAY!

mimiloveskids.com

ST. EDWARD
CATHOLIC CHURCH
PRESENTS

GALA
AT THE BALLROOM

An Evening of Gratitude & Purpose

SATURDAY, OCTOBER 10, 2026 | 6:00 PM – 10:00 PM

TICKET PRICE $75 PER PERSON

AN ELEGANT EVENING FEATURING

- ELEGANT DINNER
- LIVE & SILENT AUCTION
- CROWNING OF THE 2026 GALA KING & QUEEN
- SPECIAL PERFORMANCE BY RADU – THE VIOLIN GUY
- LIVE AUCTION HIGHLIGHT SPONSORED BY REIGNING JEWELS

BENEFITING
ST. EDWARD EDUCATIONAL ENDOWMENT FUND

TABLE SPONSORSHIPS AVAILABLE
TEL. (214) 548-7467

TONY'S EVENT CENTER
6331 SH 19
ATHENS, TEXAS 75752

ATHENS JAMBURGEREE

ATHENS, TX

OCTOBER 16 & 17

DOWNTOWN ATHENS

FOOD • MUSIC • KIDS ZONES
COOK-OFFS • COMPETITIONS
AND SO MUCH MORE!

FRIDAY, OCTOBER 16

3:00 PM — **JAMBURGEREE OPENS**
Food trucks, vendors, kids zones and more downtown.

6:00 PM — **QUILTS OF VALOR PRESENTATION**
We'll honor five incredible women veterans with the help of the Safari Quilters.

6:30 PM — **JASON WALDON & THE ALIBIS** (opener)

7:45 PM — **NEAL McCOY LIVE ON STAGE**

FREE CONCERT!

SATURDAY, OCTOBER 17

8:00 AM — **UT HEALTH BLACK-EYED PEA 5K & FAMILY FUN RUN**
5K and Family Fun Run start together at 8:00 AM at the Cain Center YMCA.

10:00 AM — **JAMBURGEREE OPENS**
Food trucks, vendors, kids activities, tractor show, Fire Truck Pull, live entertainment, cook-offs and more throughout downtown.

4:00 PM — **FESTIVAL CLOSES**
All food trucks, vendors, kids zones and activities will wrap up at 4:00 PM.

CLOSED

COMPETITIONS & ENTERTAINMENT
Tractor show, Fire Truck Pull, live performances and more during the day.

COOK-OFF WINNERS ANNOUNCED
We'll crown our hamburger and black-eyed pea cook-off winners!

Stay Tuned!

- ✓ WE'RE FINALIZING THE FULL SCHEDULE
- ✓ INCLUDING COMPETITION TIMES
- ✓ ENTERTAINMENT TIMES
- ✓ AND WHEN OUR COOK-OFF WINNERS WILL BE ANNOUNCED

PLUS THE FULL LIST OF FOOD TRUCKS AND VENDORS!

THE COMPLETE SCHEDULE WILL BE POSTED SOON ON FACEBOOK AND OUR WEBSITE!

Hispanic Business Alliance

September Meeting at El San Luis

September 9, 2026












LET'S CELEBRATE!! SATURDAY OCT. 24, 2026
1850 Ice House Oktoberfest
Join us with family and friends!
Wear your dirndl or lederhosen and
enjoy a BEER on us! PROST!!


COUNTRY PLACE
SENIOR LIVING
Care For Your Way of Life
Community Fun for All Ages!
ANNUAL
Fall Festival
OCTOBER 20TH
5:00 PM - 7:00 PM
JOIN US FOR
GAMES CAKE WALK
VENDORS FUN AND MORE!
Hello Fall
CANDY DONATIONS NEEDED!
Help us make this event spooktacular! We are accepting individually wrapped candy donations. Please drop off at the front desk at Country Place Senior Living.
FREE VENDOR SET UPS!
SHOP LOCAL
Local businesses, crafters, and community organizations are invited to set up a booth at no cost! Let's come together to make this event a success!
We Look Forward to Seeing You There!


MISERY
By William Goldman
Based on the novel by Stephen King
OCTOBER 22–25, 2026
Hcpac
400 Gibson Road
Athens, TX 75751
Purchase Tickets Here!
MISERY is presented by special arrangement with Broadway Licensing, LLC servicing the Dramatists Play Service collection.

TRUNK OR TREAT

MONDAY, OCTOBER 26TH

5:00pm - 7:00pm

TVCC - ATHENS HORSESHOE PARKING LOT

Students, Faculty, Staff, and Community are invited to join us!

TRINITY VALLEY COMMUNITY COLLEGE

TRUNK OR TREAT!

Texas A&M AgriLife Extension
HENDERSON COUNTY

FREE EVENT!

Get ready for a spooktacular night of candy, costumes, and fun! The Trunk or Treat event of the year is about to begin!

OCT 29, 2026 AT 6-9 PM

United Way of Henderson County TX Community Partner

HENDERSON CO FAIR GROUNDS
3356 TX-31 BUS, ATHENS, TX 75751



DETAILS

Business will Receive Parking Spots
Food Trucks will be Onsite
Haunted Trunk Displays
Spooky Games & Prizes

BUSINESSES WANTED!
Looking for local businesses that want to set up trunk or treat display parking lot.

SCAN TO RESERVE A SPOT!

More info:
Texas A&M AgriLife Extension
903/675-6130
Emily.Splawn@ag.tamu.edu

If you need any type of accommodation to participate in this program or have questions about the physical access provided, please contact 903-675-6130 by event registration. The members of Texas A&M AgriLife will provide equal opportunities in programs and activities, education, and employment to all persons regardless of race, color, sex, religion, national origin, age, disability, genetic information, veteran status, sexual orientation or gender identity and will strive to achieve full and equal employment opportunity throughout Texas A&M AgriLife. The Texas A&M University System, U.S. Department of Agriculture, and the County Commissioners Courts of Texas Cooperating.

OCTOBER 30TH 4:30-6:30

BRINSON
Ford
BRINSON POWERSPORTS

TRUNK OR TREAT!

CALLING ALL GHOSTS, GOBLINS AND SUPERHEROS! GET READY FOR A NIGHT OF HALLOWEEN FUN AND GAMES FEATURING:

PETTING ZOO! AIRBRUSH FACEPAINTING! BALLOON ANIMALS! KORNPOP THE KLOWN! MUSIC! GAMES! AND MORE!



BRINSON FORD AND POWERSPORTS
2970 STATE HWY 31 E, ATHENS, TX 75751

★ SATURDAY ★

OCTOBER 31ST IN CONCERT AND COSTUME!

DRESS UP. SHOW UP. HAVE A DAMN GOOD TIME!

GREAT MUSIC. COLD DRINKS. GOOD PEOPLE. UNFORGETTABLE NIGHT.

TICKETS GO ON SALE SOON!

WESLEY PRUITT

AT

SCOTT RANCH VENUE

★ WHERE COUNTRY MEETS COMMUNITY ★

SATURDAY
OCTOBER 31ST
DOORS OPEN 6PM
MUSIC STARTS 7PM

TICKETS GO ON SALE SOON!
LIMITED TICKETS AVAILABLE

COSTUMES ENCOURAGED!
BEST COSTUME WINS A PRIZE!

El Sabor de Athens

A CELEBRATION OF FOOD, CULTURE & COMMUNITY.



RESTAURANT & BAKERY TASTINGS



MUSIC



SALSA COMPETITION



LOCAL SHOPPING



PEOPLE'S CHOICE RESTAURANT AWARD

Saturday, November 14, 2026

Tony's Event Center

11 a.m.–2 p.m. | VIP entry 10:30 a.m.

$20 advance | **$25** at the door | **$30 VIP** early entry at 10:30 a.m.

Children 5 & under FREE

One admission ticket includes tastings from participating restaurants and bakeries.

Save the date & bring your appetite!

GREATER ATHENS Chamber of Commerce
903-675-5181
athenstxchamber@outlook.com

GREATER ATHENS Hispanic Business Alliance

El Sabor de Athens

Saturday, November 14, 2026
Tony's Event Center
11 a.m.–2 p.m. | VIP entry 10:30 a.m.

Bring your flavor. Showcase your business.

RESTAURANTS & BAKERIES

No participation fee!

- Provide 200 tasting samples, booth staff and serving utensils.
- Food sampling only. No food sales during the event.
- Promote your business and connect with new customers.

BUSINESS & NONPROFIT BOOTHS

- Chamber members: **$50**
- Nonprofits: **$50**
- Nonmembers: **$75**
- Meet guests, share your services and showcase your products.

Contact the Chamber to sign up.

Hispanic Business Alliance

GREATER ATHENS CHAMBER OF COMMERCE
903-675-5181
athenstxchamber@outlook.com





El Sabor de Athens

Saturday, November 14, 2026
Tony's Event Center
11 a.m.–2 p.m. | VIP entry 10:30 a.m.

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor — $2,500
1 available

- Largest logo on event marketing and sponsor signage
- Premium business booth
- Brief welcome remarks
- Website and social media recognition
- 10 tickets

Fiesta Sponsor — $1,500
2 available

- Prominent logo on event flyer and sponsor signage
- Business booth
- Event announcements
- Website and social media recognition
- 6 tickets

Featured Activity Sponsor — $1,000
1 per activity

Choose One: Entertainment • Salsa Competition
People's Choice Award • Refreshments

- Activity naming and signage
- Logo on sponsor board
- Business booth
- Website and social media recognition
- 4 tickets

Amigos Sponsor — $500

- Logo on sponsor board
- Business booth
- Website and social media recognition
- 2 tickets

Community Partner — $250

- Name on sponsor board
- Website and social media recognition

Hispanic Business Alliance

Contact the Chamber
903-675-5181
athenstxchamber@outlook.com

GREATER ATHENS Chamber of Commerce

BINGO

Love Local

Love Local

Shop Athens

Be part of our 2026 Love Local Campaign! Encourage holiday shoppers to visit your business by participating in this community-wide shopping game. Participating businesses receive a game stamp, promotional materials, and the opportunity to connect with customers throughout the holiday season. Join us in celebrating and supporting local this November!

https://form.jotform.com/262074725544055

