



PRESS RELEASE

CONTACT

Stacey Ford Osborne, Interim Tourism Director

Sosborne@winnsborotexas.com

713-456-9429 cell

For immediate release 9/28/26

Winnsboro Live Returns Oct. 10 with Brian Chance and Jason Waldon and the Alibis

City celebrates Autumn Trails with a night of Texas music under the stars

Winnsboro, Texas - The Winnsboro Live concert series returns Friday, Oct. 10, with a full evening of Texas music at the Jack Cross Pavilion — one of the marquee nights of Winnsboro's month-long Autumn Trails celebration. Brian Chance opens the show, followed by headliner Jason Waldon and the Alibis. Gates open at 6:30 PM and music begins at 7:30 PM. General admission tickets are \$25, with premium reserved seating available, at [WinnsboroLive.eventbrite.com](https://winnsborolive.eventbrite.com).

Brian Chance, a Texas Country singer-songwriter from Jacksonville, blends outlaw-country roots with a Southern-rock edge and a reputation for high-energy, crowd-pleasing shows. Headliner Jason Waldon and the Alibis close out the night with a classic, dancehall-tested Texas country sound built to keep a crowd on its feet.

General admission tickets are \$25. Premium reserved seating, which includes a front-row seat, reserved parking, a drink ticket, and express entry, is available starting at \$45, with a four-seat option for groups. Food trucks will be on site, beer and wine will be available for purchase, and guests are encouraged to come early, bring a chair, and make a night of it. **Outside coolers and alcohol are not permitted.**

Presented by the City of Winnsboro, the concert is proud to be part of [Autumn Trails](#) — a treasured festival organized each October by the Winnsboro Autumn Trails Association. Known as the "Home of the Autumn Trails," Winnsboro fills the month with trail rides, parades, markets, live music, and more.

Vendor space is available through Oct. 2. Food, craft, and market vendors interested in setting up at the concert can reserve a spot by contacting Stacey Osborne the Winnsboro Tourism office at visit@winnsborotexas.com.

The concert is rain or shine. In the event of severe weather or cancelation, updates will be posted at [WinnsboroLive.eventbrite.com](https://winnsborolive.eventbrite.com) and on the City of Winnsboro Facebook page.

"These concerts are about more than music — they give people a reason to spend a Friday night in Winnsboro, and that's a win for every shop and restaurant downtown," said Makenzie Lyons, EDC director and city administrator for the City of Winnsboro. "Brian Chance and Jason Waldon and the



PRESS RELEASE

Alibis are going to close out the season in style. Grab a ticket, bring a chair, and come find your seat under the pavilion lights.”

EVENT DETAILS

What: Winnsboro Live — Brian Chance with Jason Waldon and the Alibis

When: Friday, Oct. 10, 2026. Gates 6 p.m.; music 7:30 p.m.

Where: Jack Cross Pavilion, Winnsboro, Texas

Tickets: \$25 general admission; premium reserved seating from \$45, purchase at <https://WinnsboroLive.eventbrite.com>

On site: Food trucks; alcohol available for purchase. Bring a chair. No outside coolers or alcohol.

Part of: Winnsboro’s Autumn Trails (Winnsboro Autumn Trails Association)

Vendors: Space available through Oct. 2 — visit@winnsborotexas.com

About Winnsboro Live

Winnsboro Live brings live Texas music to the Jack Cross Pavilion in the heart of Winnsboro, drawing visitors downtown and spotlighting the city’s growing arts and hospitality scene. The October 10 concert is presented by the City of Winnsboro and is a part of Autumn Trails, presented by the Winnsboro Autumn Trails Association. Learn more at winnsborotexas.com and follow the City of Winnsboro on Facebook.

-end-