

CITY OF EL CENTRO

1275 W. Main Street
El Centro, CA 92243
www.cityofelcentro.org



FOR IMMEDIATE RELEASE

Contact: Mario Renteria
Public Information Officer – City Manager’s Office
Office: (760) 337-4541, Mobile: (760) 234-2307
MarioRenteria@cityofelcentro.org

Matt and Sher Cowie selected as the 2024 City of El Centro Mardi Gras King and Queen

El Centro, Ca. — January 16, 2024 — The City of El Centro is excited to announce that Matthew “Matt” Cowie and Sher Cowie have been selected as 2024 Mardi Gras King & Queen for this year’s Mardi Gras festivities.

“Matt and Sher embody the commitment to serve our community,” said City of El Centro Mayor Sylvia Marroquin. “They are great leaders in our community, and our community is much better for it.”

The Mardi Gras Light Parade & Street Festival is the City’s most colorful and grand celebration when El Centro is transformed into a carnival of purple, green, and gold radiance.

King Matt moved to El Centro in 2006 and is passionate about serving others and contributing to our community. He has spent more than 17 years in real estate businesses and is a broker with Prince and Associates. He assists first-time home buyers and also sellers in the Imperial Valley. His leadership roles included Past President of the Imperial County Association of Realtors and state Director of the California Association of Realtors, and he was acknowledged as a top-ranking agent in the Imperial Valley in 2019, 2021, and 2022. He has served with organizations like Imperial Valley Regional Occupational Programs’s Dancing with the Stars, Humane Society of Imperial County, Imperial Valley Teachers Appreciation Back to School Breakfast, and more.

Queen Sher Cowie has been a licensed Realtor since 2002. Since 2018, she is the President and owner of Prince and Associates. Queen Sher’s commitment extends far and beyond her professional role, manifesting her invaluable contribution to numerous boards and committees in El Centro and the Imperial Valley. Queen Sher has served with organizations like the Imperial Valley Breakfast Rotary, Board Director of MANA de Imperial Valley, IVROP’s Dancing with the Stars Scholarships, Imperial Valley Food Bank, and more.

The Coronation event and Chamber Mixer is scheduled for Thursday, January 18 from 5 PM to 7 PM at the El Centro City Hall Courtyard. The Mardi Gras Parade and Street Fair is scheduled for Saturday, February 24 from 5 PM to 9 PM. The City of El Centro is thankful to the Imperial Valley Regional Chamber of Commerce and Los Vigilantes for assisting with the event.

###