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South Padre Island Raises a Glass for a Cause at 3rd Annual *Wine for Wishes by the Bay*

Seaside celebration brings together wine, food, music and inspiring stories to help grant wishes for Rio Grande Valley children

SOUTH PADRE ISLAND, Texas, September 25, 2026 - An evening of fine wine, coastal flavors and a great cause returns to South Padre Island when the [3rd Annual Wine for Wishes by the Bay](#) takes place October 17th, 2026 from 6:00-9:00 p.m. at The Shores on South Padre Island.

This signature Make-A-Wish Rio Grande Valley event brings the community together for an evening under the stars featuring curated wine tastings, bites from local restaurants, live entertainment and inspiring stories from the families whose lives have been touched by a wish. Proceeds help Make-A-Wish Rio Grande Valley create life-changing wishes for children facing critical illnesses.

“Wine for Wishes combines so many things people love about South Padre Island—a beautiful waterfront setting, wonderful food and festive friendship—with an opportunity to make a meaningful difference,” said **Kelly deSchaun, Chief Executive Officer of Visit South Padre Island**. “We are proud to welcome this event back for its third year and to support Make-A-Wish Rio Grande Valley, and the children and families it serves.”

The event has quickly become a popular fall tradition on the Island. More than **500 guests attended last year’s celebration**, sampling **over 20 wines** and small bites from local restaurants while enjoying an evening outdoors along the South Padre Island coast. Organizers are inviting the community to return this year to “Sip, Savor and Support” the Make-A-Wish mission.

Festivities begin Friday, October 16 at 7:00 p.m. with packet pickup and a festive happy hour at Henrietta’s Bayfront Restaurant. The Wine for Wishes gala celebration follows Saturday evening on The Greens at The Shores beginning at 6:00 p.m.

Event Highlights

- **Curated wine tastings** featuring a selection of wines for guests to discover and enjoy.
- **Local flavors** with small bites and tastings from participating South Padre Island-area restaurants and culinary partners.

- **Live entertainment** providing the soundtrack for an evening by the bay.
- **Wish stories** highlighting the children and families at the heart of the Make-A-Wish mission.
- **A coastal setting** at The Greens at The Shores, offering an outdoor South Padre Island backdrop for the evening.
- **A meaningful cause** with participation helping Make-A-Wish Rio Grande Valley grant life-changing wishes to children with critical illnesses.

For additional information about the event and to purchase tickets, visit [Make-A-Wish Rio Grande Valley's Wine for Wishes by the Bay page](#).

Wine for Wishes by the Bay is presented with support from Visit South Padre Island and The Shores. Additional partnership and sponsorship opportunities are still available.

To plan a full weekend getaway, including lodging, dining, and other activities, visit www.visitsouthpadreisland.com

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About South Padre Island

With miles of pristine shoreline and clear emerald water, South Padre Island is Texas' only tropical island paradise. Calm weather and more than 300 days of sunshine make South Padre Island a year-round destination offering a variety of nature tourism attractions, water sports, and activities for the entire family. For more information, visit www.visitsouthpadreisland.com.