FOR IMMEDIATE RELEASE

Carnaval San Francisco 2020 – May 23 & 24 – Memorial Day Weekend

Dancers, Drummers, Musicians and More
Slated to Participate in
42nd Annual Grand Parade and Festival

SAN FRANCISCO (January 13, 2020) – Carnaval San Francisco -- the annual, free, two-day festival and grand parade drawing thousands of attendees and featuring international music, dance, arts & crafts and cuisine -- is slated to return to the Mission District’s Calle 24 Latino Cultural District for its 42nd annual celebration, themed “Salud Es Poder – Health is Wealth,” this Memorial Day weekend, May 23 and 24, 2020.

Throughout the weekend, hundreds of Carnaval San Francisco artists will transform the district into an enormous celebration featuring music, dance, brilliant costumes and delicious food from Brazil, Mexico, Bolivia, Colombia, Trinidad, Tobago, Puerto Rico, Cuba, Nicaragua, Panama, Peru, Guatemala, Africa, Chile, Haiti and more.

The event’s 2020 theme, “Salud Es Poder – Health is Wealth” was chosen to emphasize that when one focuses on their holistic health, it strengthens not only the individual but
also their community.

“Our community needs to stay strong, and in order to persevere it needs to stay healthy,” said Carnaval San Francisco Co-founder and Artistic Director Roberto Hernandez. “We welcome everyone to take an introspective look at their mental, spiritual and physical health, and seek balance and well-being, particularly in tumultuous times.”

In addition to its massive festival and parade, Carnaval San Francisco also creates year-round cultural events such as its Mardi Gras Fat Tuesday festivities, annual Royalty Competition, photo exhibits in public spaces; and its year-round Cultural Arts & Health Education program currently in place at Mission District public schools.

This year’s Carnaval San Francisco Festival will be held Saturday and Sunday, May 23 and 24 from 10 a.m. to 6 p.m. Taking place on Harrison Street between 16th and 24th streets, the festival will feature a rich assortment of food, music, dance, arts, crafts and other fun activities and entertainment on several stages for people of all ages to enjoy.

The Grand Parade on Sunday, May 24, begins at 9:30 a.m. with a brilliant procession of contingents, most of which will feature beautifully adorned floats depicting rich multicultural themes and featuring performers who engage and entertain the crowds. Brazilian-style escola samba schools with up to 300 members dance through the streets in fantastic feathered headdresses or sweeping Bahia skirts, while Caribbean contingents perform the music and dance of the Bahamas, Cuba, Jamaica, Puerto Rico and Trinidad. Other parade groups include Mexican Aztec performers, traditional African drummers, Polynesian dancers, Japanese drummers, giant puppets and folkloric groups representing Guatemala, Honduras and Bolivia. The Grand Parade will start at the corner of 24th and Bryant streets, proceed west to Mission Street, head north on Mission to 15th Street, turn east on 15th and conclude at South Van Ness.

Admission to the festival and parade is FREE. Grandstand seating for the parade, located on Mission Street between 21st and 22nd streets, is available for purchase online at www.carnavalsanfrancisco.org.
For more information and current updates about Carnaval San Francisco, please visit www.carnavalsanfrancisco.org.

About Carnaval San Francisco
Conceived 42 years ago by a group of local musicians, artists and residents eager to bring the spirit of Latin American and Caribbean culture to San Francisco, Carnaval San Francisco has grown to become the largest annual multicultural celebration in California. Carnaval San Francisco is a project of Cultura y Arte Nativa de las Americas.

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