

FOR IMMEDIATE RELEASE

Media Contact:

Meredith Thomas | C: 626-524-2533
Rose Bowl Stadium



3rd ANNUAL CINCO DE MAYO AT THE ROSE BOWL – A COMMUNITY STAPLE RETURNS

PASADENA, Calif. (March 29, 2024) – The 3rd annual Cinco de Mayo at the Rose Bowl will return on Saturday, May 4th. The free family friendly event will be an opportunity for the community to come together and enjoy Pasadena's rich Latino culture and traditions through music, sports, art, and film.

Ticket reservations will open up to the public on Friday, March 29th at noon through Eventbrite, [here](#).

"This event was created with the local community in mind, and it is the right blend of celebration while honoring tradition, heritage, family and the diverse tapestry of our great community," said Mayor Victor Gordo. "I couldn't imagine celebrating Cinco de Mayo anywhere else."

The multifaceted event will include opportunities for families to participate in live music, enjoy the COPA Aztlan Youth Soccer Tournament, a marketplace complete with handmade jewelry, clothing and other local city resources, and movie showings of Disney's® Coco and Beverly Hills Chihuahua on the videoboard with the perfect backdrop of the San Gabriel Mountains that can be seen from the iconic Rose Bowl field.

"*Cinco de Mayo at the Rose Bowl* is an opportunity for us to open the gates to our community providing a day focused on family, culture and entertainment," said Miguel Marquez, City Manager for the City of Pasadena. "We want to continue ensuring that those who live just outside the Rose Bowl Stadium gates and throughout our local community are able to come and enjoy this treasure."

For more information or to learn more about this event, please visit: rosebowlstadium.com

###