

For Immediate Release

**45th Annual Carnaval San Francisco Announces Headliners
La Sonora Dinamita con Vilma Diaz and Los Van Van
Memorial Day Weekend, May 27 & 28, 2023**

Celebrating 45 Years of Music & Movement with Hundreds of Dancers, Drummers, Musicians, Community and More. Festival and Grand Parade is the largest and longest running multicultural celebration in California.

SAN FRANCISCO, CA – March 30, 2023 – 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, continues its celebratory traditions at the 45th annual event, themed “45 Years of Music & Movement” taking place Memorial Day weekend, May 27 and 28, 2023 in San Francisco’s Calle 24 Latino Cultural District. Carnaval San Francisco is the largest and longest running multicultural celebration in California.

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, West Africa, Chile, Haiti and more.

Headlining this year’s Festival – La Sonora Dinamita con Vilma Diaz and Los Van Van:

Through the band's 61-year trajectory, **La Sonora Dinamita's** sound originated from Colombia that has become a vital part of Latino music history and celebrations. A respected professional band with the most popular Cumbia style group. [La Sonora Dinamita with Vilma Díaz](#) provides interpreted Latin rhythm within the Latin tropical genre living a joyful existence to all of their listeners. Vilma Diaz is known for her popular song “[Escandalo.](#)”

Los Van Van are one of the most important and [influential bands in the history of 20th century Cuban pop music](#). They are widely recognized as a genre-creating band. Alongside artists like the Beatles, Aretha Franklin, and Creedence Clearwater Revival, Los Van Van are distinguished as a band that changed the course of popular music for an entire generation. One of their popular songs is “[Se Acabo](#) [Se Acabo](#) and [more](#).”

History of Carnaval San Francisco:

The event’s 2023 theme, “45 Years of Music & Movement,” was chosen to pay homage to the artists that have shaped our multicultural and multigenerational celebration.

“Artists in our beloved Mission District gave birth to Carnaval in 1978 with the belief that their passion for Latin, Caribbean and Afro-Diasporic music would unite people across ethnicities, nationalities, sexual orientation, gender identification or religious beliefs,” said Rodrigo Duran, Executive Director of Carnaval San Francisco. “From the beginning, the sounds of salsa, samba, soca, mariachi, merengue, cumbia, and reggae music paved the way for Carnaval to thrive. Now modern sounds such as funk, bachata, dancehall, hip-hop, Afro-beats and reggaeton have joined the mix, resonating with the younger generation of revelers.”

“For 45 years Carnaval San Francisco has featured world-class artists such as **Santana, Tower of Power, Celia Cruz, Oscar de Leon, Los Lonely Boys, Tito Puente, La India, John Santos, Olodum, and Los Tigres del Norte.** We are proud that these high caliber performances are provided to our community, free-of-charge and open to all ages,” continued Duran.

Festival Schedule:

Headliners: Saturday, May 27th from 4 p.m. to 6 p.m. on separate stages

**La Sonora Dinamita con Vilma Diaz performing at 17th & Harrison Stage
Los Van Van performing at 22nd & Harrison Stage**

Carnaval San Francisco Festival will be held Saturday and Sunday, May 27 & 28, 2023 from 11 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, the new tech and gaming pavilion, the cannabis garden and other fun activities and entertainment on several stages for people of all ages to enjoy.

The **Grand Parade** on Sunday, May 28, begins at 9:30 a.m. and 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. 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.

Admission to the festival and parade is FREE. **Grandstand seating** for the parade, located on Mission Street between 22nd and 23rd 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 44 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 Américas (CANANA). Visit us for more information: www.carnavalsanfrancisco.org.

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Note to editors:

Poster Image: [2023 Carnaval San Francisco 45th Anniversary](#)

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About Carnaval San Francisco, please visit: <http://www.carnavalsanfrancisco.org/>

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