

## **Nobel Peace Prize Laureate 1992, Dr. Rigoberta Menchú Tum Named Grand Marshal of the Grand Parade of Carnaval San Francisco on May 26th**

*Dr. Menchú Tum's Lifework Exemplifies the 'Honor Indigenous Roots' Theme of the Free Two-Day Celebration on May 25-26th, 2024*

**San Francisco, CA – April 30, 2024 – [Carnaval San Francisco](#) proudly announces **Dr. Rigoberta Menchú Tum**, Nobel Peace Prize Laureate of 1992, as the Grand Marshal of the Grand Parade taking place on Sunday, May 26th. Dr. Menchú Tum embodies the sacred social justice theme of this year's celebration, "Honor Indigenous Roots."**

On Monday, May 27th, there will be an invite-only event, along with a media briefing featuring Dr. Menchú Tum.

"My spirit is ignited with joy and my heart overflows with love—I'm deeply humbled and excited to honor Doctora Rigoberta Menchú Tum as our Grand Marshal for Carnaval San Francisco 2024," expressed Roberto Hernandez, CEO of Cultura y Arte Nativa de Las Americas (CANANA). "With this year's theme, 'Honor Indigenous Roots,' Doctora Menchú Tum embodies our modern understanding and celebration of indigenous culture. Her tireless activism educates the world on indigenous philosophies rooted in relation to Mother Earth. I deeply admire her advocacy for indigenous rights amidst centuries of exploitation. Doctora Menchu Tum grew up working on coffee plantations, and the horrific challenges she faced, including the tragic loss of her parents to government-sponsored violence, profoundly influenced her lifetime of social justice work. I'm honored to have her join our celebration as we continue to work together with our indigenous communities, the original stewards of these lands."

"Dr. Rigoberta Menchú Tum is a global icon and a personal hero of mine," said Rodrigo Durán, Executive Director of Carnaval San Francisco. "We are grateful to have her as our Grand Marshal on May 26th, and the following day, she will join us for an invite-only gathering and media briefing at the soon to launch [Indigenous Peoples Cultural Arts Healing Center](#), also known as "Casa de Carnaval" at 683 Florida Street. Her tireless commitment to social justice, her unwavering resilience, and her dedication to empowering and uplifting women and indigenous communities serve as a beacon of inspiration."

Social leader, activist, political figure, writer, and spiritual guide, Dr. Rigoberta Menchú Tum's multifaceted journey in social justice began as a Maya K'iche' woman collaborating with the Committee of the Peasant Union (CUC) and the Catholic Church. Her profound commitment to justice stemmed from her upbringing in a farming family, where she witnessed firsthand the struggles and sacrifices endured by her relatives. Tragically, members of her family faced torture and murder at the hands of government forces as they advocated for the rights of indigenous farmworkers in Guatemala. Dr. Menchú Tum's tireless advocacy aimed to bring about transformative change, seeking to honor the lives of her family and countless others striving for a better future.

As the Founder and Life President of the [Rigoberta Menchú Tum Foundation](#), Dr. Menchú Tum has dedicated her life's work to education, food security, respect for Mother Earth, human rights, and social justice, with a focus on advocating for the most disadvantaged populations. Her remarkable contributions have been internationally recognized, with accolades such as the UNESCO Goodwill Ambassador designation, the Decoration "Legion of Honor in the Highest Rank of Commander," the Prince of Asturias Award for International Cooperation, the José Martí Ibero-American Prize, the Decoration of the Aztec Eagle, and the Rubén Darío Cultural Order.

Furthermore, she has been awarded with over thirty Honoris Causa Doctorates in the field of Humanities from prestigious universities across Latin America, Europe, and Asia. For deeper insights into Dr. Menchú Tum's extraordinary life, please visit the Nobel Prize website, [here](#).



Dr. Rigoberta Menchú Tum's presence as Grand Marshal is monumental for this year's parade. The Grand Parade features a 70-contingent lineup, showcasing over 3,000 artists representing the rich cultural heritages of Brazil, Mexico, Panama, Bolivia, Cuba, Peru, Puerto Rico, Nicaragua, Colombia, Trinidad & Tobago, Guatemala, El Salvador, and more. Dr. Menchú Tum will be aboard the Grand Marshal Float sponsored by Alaska Airlines, symbolizing unity and celebration of diversity. KPIX TV-5, CBS will broadcast the parade live, allowing viewers from around the world to witness the colorful spectacle.

During Memorial Day Weekend on May 25th and May 26th, from 11 am to 6 pm, the 46th annual Carnaval San Francisco will take place, drawing over 400,000 people to the free two-day festival celebration. This event enlivens the city with the largest multicultural celebration on the West Coast, covering 17 blocks in the Mission District. The festival boasts five music stages, five DJ block parties, 400 vendors, and over 50 local performing artists, providing entertainment for families, couples, and friends of all ethnic, social, and

economic backgrounds. Attendees can enjoy international food, dancing, sampling sites, and more. The Grand Parade, a highlight of the event, takes place on the second day and is always a crowd pleaser.

Durán emphasized, "Carnaval San Francisco is more than just a celebration; it's an economic powerhouse. With an estimated impact of approximately \$10 million, this two-day Festival and Grand Parade inject vitality into our local economy. We stand behind small businesses and local vendors who have felt the effects of the pandemic."

For those interested in securing premium viewing for the Grand Parade, Grandstand tickets are available for purchase at \$30 each. Admission to the parade is otherwise free. Secure your Grandstand seats by purchasing tickets [here](#).

**Note to editors:**

Image courtesy of Dr. Rigoberta Menchú Tum

**About Carnaval San Francisco**, please visit: <https://carnavalsanfrancisco.org/about/>

**Carnaval SF Social Media:** [Instagram](#); [Facebook](#); [YouTube Channel](#)

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