

FOR IMMEDIATE RELEASE

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BAY AREA DANCERS COMPETE FOR THE CROWN AT 48th CARNAVAL SAN FRANCISCO KING & QUEEN COMPETITION

Contestants compete in rhythm and spirit, inspired by this year's theme, *La Copa del Pueblo – The People's Cup*, on March 28



San Francisco, CA – March 5, 2026 – The 48th Carnaval San Francisco raises the stakes and the rhythm with its annual King & Queen Competition on **Saturday, March 28, 2026, from 4:00–6:00 PM** at KQED Headquarters (2601 Mariposa St.) alongside a live watch party at Casa de Carnaval (683 Florida St.). Inspired by the global fervor of the World Cup, this year's theme of *La Copa del Pueblo – The People's Cup*, transforms the dance floor into a vibrant arena of culture, competition, and community pride.

The competition will be judged by Bay Area master artists and dance leaders, who will evaluate **technique, authenticity, stage presence, and their ability to engage the audience**. The event offers audiences an immersive preview of Carnaval dance traditions and an opportunity to learn steps ahead of the city's largest multicultural celebration on the West Coast.

"The King and Queen competition is always a highly anticipated event leading up to Carnaval," said Rodrigo Durán, Executive Director of Carnaval San Francisco. "It's a welcome burst of energy that brings people together, newcomers and long-time supporters alike to cheer on the contestants. Beyond the joy, the Festival also serves as an economic catalyst, strengthening community connections while supporting local artists and businesses."

Key Prizes & Responsibilities for Carnaval San Francisco King & Queen

The crowned King and Queen will serve as **Official Ambassadors of Carnaval San Francisco** throughout 2026 until the next Carnaval season. Their responsibilities include:

- Headlining the Grand Parade on their dedicated Royalty Float
- Representing Carnaval San Francisco at community and cultural events
- Participating in media appearances
- Serving as cultural ambassadors throughout their one-year reign

The **Grand Parade** attracts more than **500,000 attendees**, and winners are awarded a **\$500 cash prize**.

Calendar Listing / Arts & Culture / Performance / Community Event

What: Carnival San Francisco King & Queen Competition

Where: KQED HQ. 2601 Mariposa St.; Casa de Carnaval 683 Florida St., SAN FRANCISCO

Tickets: <https://carnavalsanfrancisco.org/special-events/>

When: March 28, 2026 4PM-6PM

Advance interviews with organizers are available upon request.

Note to editors:

King and Queen Poster Image

Link: [2026 K&Q Competition](#)

Graphic Design: Gino Squadrito

Photographer: Juan Mendez

About Carnival San Francisco

Founded in 1978, Carnival San Francisco is the largest multicultural celebration on the West Coast honoring the diverse traditions of Latin America, the Caribbean, and beyond through music, dance, art, and community engagement. A family-friendly event, Carnival San Francisco brings together neighbors, friends, and visitors of all ages for a weekend of joy, creativity, and cultural pride. Each year, the festival features top headliners, vibrant performances, and interactive experiences that showcase local and international talent while celebrating the Bay Area's rich multicultural heritage.

For more information, schedule, and updates visit - **[CarnavalSanFrancisco.Org](#)** and follow us on **[Instagram @CarnavalSF](#)**; **[Facebook @CarnavalSanFrancisco](#)**; **[YouTube Channel @CarnavalSF](#)**

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