

FOR IMMEDIATE RELEASE

De Alba Communications

Victoria Sanchez De Alba | (650) 270-7810

Lucho Ramirez | (415) 425-0445

Gardenia Zuniga | (341) 206-0466

Su Majestad Mi Banda El Mexicano de Casimiro to Headline 48th Annual Carnaval San Francisco's "La Copa del Pueblo – The People's Cup"

Thousands of Attendees from Around the World to Transform the Mission District into a Vibrant Hub of Music, Dance, and Cultural Celebration, May 23–24, 2026



San Francisco, CA – April 8, 2026 – Carnaval San Francisco is bringing the spirit of the World Cup to the Mission District! The family-friendly 48th annual festival, taking place **Memorial Day weekend, May 23–24**, will feature the legendary **Su Majestad Mi Banda El Mexicano de Casimiro** as this year's headliner.

This year's festival theme, "**La Copa del Pueblo – The People's Cup**," celebrates the power of community, soccer, and music to unite people across cultures. The theme channels the excitement of the FIFA World Cup 2026 while highlighting Carnaval's ongoing mission: connecting San Francisco's multicultural communities through rhythm, dance, and shared celebration.

"Carnaval San Francisco is all about bringing people together, and this year, we're turning up the energy with the World Cup as our inspiration," said **Rodrigo Durán, Executive Director, Carnaval San Francisco**. "From the streets of San Francisco to the stage, Su Majestad Mi Banda El Mexicano de Casimiro will have everyone dancing. This is truly the people's Carnaval!"

Su Majestad Mi Banda El Mexicano de Casimiro Brings Legendary Mexican Music to San Francisco

For the first time in San Francisco, **Su Majestad Mi Banda El Mexicano de Casimiro** will deliver their signature blend of banda, norteño music and the iconic "Caballito" rhythm and dance to Carnaval. Known for high-energy performances, colorful costumes, and infectious rhythms, the band has become a cornerstone of Latin music, captivating audiences across generations.

51 Years of Making History:

"Su Majestad" Mi Banda El Mexicano was born in **Mazatlán, Sinaloa**, and founded in 1973 by Casimiro Zamudio Santos. Initially known as Grupo El Mexicano, the band rose to fame in the late 1990s as Mi Banda El Mexicano, scoring their biggest hit with "**No Bailes de Caballito**" written and composed by Casimiro, creating the now-famous "Caballito" rhythm and dance style.

Their music has reached audiences across Mexico, the United States, Canada, and Central America. Today, the band remains more relevant than ever: *“The King commands and orders you to dance the Caballito—even if your mom gets mad!”*

The band also pioneered the “technobanda” genre, integrating traditional regional Mexican music – particularly banda, with its signature brass and string instruments with modern electronic elements such as keyboards, synthesizers, and electric bass to create an infectious, danceable style — perfect for high-energy dances like quebradita.

Quebradita is a high-energy Mexican couple’s dance known for its dramatic dips, spins, and acrobatic moves. Popularized in the 1990s, it became closely associated with technobanda and banda music emerging as a defining dance style of the era and a perfect match for the band’s electrifying live shows.

“Our music is about dancing, celebrating, and connecting with people,” said **Casimiro Zamudio Santos, Founder, Su Majestad Mi Banda El Mexicano**. “Carnaval San Francisco is the perfect place to bring our sound to San Francisco. With the World Cup theme, the energy is going to be next-level, it’s going to be unforgettable!”

Regional Mexican music has experienced a global surge over the last five years, transitioning from being a niche genre into a mainstream force rivaling Latin pop and reggaeton. Today, it is the dominant music format on many Spanish-language radio stations across the United States.

Festival Headliner Schedule

Saturday, May 23 | 5:00 – 6:00 p.m.

- **Su Majestad Mi Banda El Mexicano de Casimiro – 22nd & Harrison Stage**

Carnaval San Francisco 2026: A Celebration of Culture, Community & Soccer

Housed at **Casa de Carnaval**, a year-round cultural hub in the Mission District that fosters dance, healing, music, and art, Carnaval San Francisco is more than a festival – it is a cultural movement and one of the largest festivals on the West Coast. Since its inception, it has championed artistic expression, economic empowerment, and community pride. In addition to electrifying performances, the festival will feature:

- A two-day street fair with food vendors, artisans, stages and cultural showcases
- Soccer Arena, La Plaza del Fútbol, a space for soccer enthusiasts of all ages to participate in various activities: scrimmages, creative skill work, youth clinics, giveaways, and fan experiences in collaboration with the Bay Area Host Committee and Bay Area soccer teams.
- The spectacular **Grand Parade** on Sunday, May 24, with dancers, drummers, and vibrant floats.

Carnaval San Francisco produces community and momentum building lead up events like the Mardi Gras Fat Tuesday Celebration, the King & Queen Dance-Off Competition, and community workshops. Upcoming events include:

- **Pride Night - Noche de Orgullo at Casa de Carnaval, Friday April 24, 6-9 p.m.-** LGBTQ+ pride, culture and community game night in collaboration with Mission Loteria.
- **Carnaval SF Nightlife at the California Academy of Sciences, Thursday, May 7, 6–10 p.m.**—the final lead-up to Memorial Day weekend’s main event.

Cultural and Economic Impact

Carnaval San Francisco generates an estimated **\$16 million in local economic activity**, supporting small businesses and street vendors throughout the Mission District and beyond. Community leaders from Calle 24 Latino Cultural District and San Francisco Travel Association have long championed the festival for uniting diverse cultures while stimulating local economies.

Join the Celebration!

Carnaval San Francisco is a **free event**, welcoming thousands of attendees for a weekend of live music, cultural pride, and high-energy joy in the heart of the Mission. For the full schedule, updates, parade info, and grandstand ticket details, visit CarnavalSanFrancisco.org and follow us on **Instagram @CarnavalSF**; **Facebook @CarnavalSanFrancisco**; **YouTube Channel @CarnavalSF**

Media Assets and Downloads:

Su Majestad Mi Banda El Mexicano de Casimiro – Photo: Courtesy Carnaval SF

[Mi Banda el Mexicano de Casimiro.jpg](#)

Su Majestad Mi Banda El Mexicano de Casimiro – Performance Videos:

[Su Majestad Mi Banda el Mexicano de Casimiro Zamudio -Mambo Lupita 2020](#)

[Su Majestad Mi banda el mexicano de Casimiro Mix - YouTube](#)

Headliner Poster: [See and Download Image](#) Please credit Artist: Gino Squadrito

Carnaval Poster: [See and Download Image](#) Please credit Artist: Pancho Pescador

About Carnaval San Francisco

Founded in 1978, Carnaval 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, Carnaval 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, please visit: carnavalsanfrancisco.org.

###