



CITY OF BALDWIN PARK

Department of Recreation & Community Services

PRESS RELEASE

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FOR IMMEDIATE RELEASE

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“Celebrating the Stories of Our Community” at Baldwin Park’s Annual Anniversary Parade, Saturday, November 2, 2019

BALDWIN PARK, Calif. (October 18, 2019) – Residents, business owners and community members are invited to line Baldwin Park Boulevard for the City’s 63rd Anniversary Parade. The “Celebrate Baldwin Park Parade” kicks off Saturday, November 2, at 9:45 a.m. and includes a weekend carnival, October 31 through November 3- at Morgan Park, 4100 Baldwin Park Boulevard.

This year’s event is themed “Celebrating the Stories of Our Community.” City officials plan to showcase the stories of Baldwin Park residents and visitors through its community groups, local businesses and residents.

“The Anniversary Parade will capture the essence of Baldwin Park,” said Mayor Manuel Lozano. “It’s an opportunity for our city to come together and experience what makes Baldwin Park a wonderful place to live and do business. As one of the longest serving Mayors, I am always wonderstruck at the stories that originate from our residents. This year’s anniversary parade will catch these tales and celebrate them by showcasing them in all their glory. I am proud to represent a City where a family expanded their business into one of the most iconic restaurants in the world and where our seniors form one of the largest active civic groups. I know first hand the stories of families who settled in our City and became homeowners for the very first time. I encourage

everyone to attend this year's parade and commemorate the wonderful narratives our citizens have to offer."

The parade route will be along Baldwin Park Boulevard between Olive Street and Ramona Boulevard and conclude at Morgan Park's Cesar Chavez Amphitheater with the special awards ceremony. This year's festivities will also include a special performance by Erik Antonio with Mariachi Nuevo Amanecer located at the Cesar E. Chavez Amphitheater starting at 11:00 a.m., which will provide live entertainment for those in attendance.

Organizers are calling on residents and community members to line up along the parade route to cheer on their favorite school/community group, float or band in the parade.

"The parade allows residents to continue the longtime tradition of cheering on parade participants," noted City Manager Shannon Yauchzee. "For some, this celebration is a family event where multiple generations are able to come together year after year and be part of the Anniversary Parade."

The 63rd Anniversary Parade's Grand Marshal will be Ayydé, On-Air Radio Host for REAL 92.3's "Big Boys Neighborhood." Her captivating sound is one of the familiar voices heard on L.A.'s morning airwaves. Not your average girl next door brought up in Long Beach, California, Ayydé lives passionately through life and its adventurous ups and downs effortlessly. As an advocate for females and the Latinx community, Ayydé remains consistently involved in her community throughout the year as ambassador of several philanthropies that benefit children with cancer and the homeless. She will lead the parade accompanied by her big smile, hard-working passionate attitude, and of course, a deep love for Hip-Hop and the Latinx community. Follow her journey every morning from 5 AM to 10 AM on REAL 92.3 or on or on her social platforms @idayallday.

Come out and meet her in person as she serves as the honorary Grand Marshall, on November 2nd.

"The selection of a grand marshal is always an exciting and central part of the planning efforts," said Manuel Carrillo Jr., Director of Recreation and Community Services. "Ayydé was a flawless fit to serve as this year's honorary guest, due to her talented means of encouraging communities of color tell their stories in creative ways whether it's through music, advocacy, or by servicing their community. It is with great joy that we welcome her to lead our anniversary celebration.

An estimated 80 entries – including marching bands, school and community groups, businesses from Baldwin Park as well as community participants throughout Los Angeles County – will make up the Anniversary Parade. This year’s host band, Sierra Vista High School, proudly representing the Baldwin Park Unified School District. Also on tap for the event is the participation of Terra Cotta Middle School traveling over 54 miles, visiting us all the way from Lake Elsinore, CA -, making it the furthers traveling band on the parade route. Additionally, we welcome Giano Intermediate Gladiator Band and Color Guard, for their first-ever official parade debut. The City of Baldwin Park is honored to serve as the platform for local middle and high school bands to compete for the parade sweepstakes.

“The dynamics of the parade are always with pomp and circumstance that lights up the city in cheer and camaraderie. Our celebration brings us closer together with fellow residents and communities throughout the region” Lozano said.

The Anniversary Parade will be complemented with a carnival that begins Thursday, October 31, and concludes Sunday, November 3. The carnival will feature various carnival-style rides, games and food booths for the entire family. Carnival hours are from 5 p.m. to 10 p.m. Thursday and Friday, and from 1 p.m. to 11 p.m. Saturday and Sunday.

Admission to the carnival is free, although ticket costs for rides and vendors vary. There will also be a carnival opening night special of only \$1 per ride, available and valid only on Thursday from 5pm-10pm. Additional discounts for the carnival include the unlimited ride wristband for only \$15 with coupon on Saturday or Sunday only from noon-6pm.

For more information, call (626) 813-5245 or visit www.baldwinpark.com

About Baldwin Park

The City of Baldwin Park Department of Recreation and Community Services provides year-round recreation activities and community services to residents of Baldwin Park and surrounding communities. For additional information, please contact the Department of Recreation and Community Services at (626) 813-5245.

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