

## **For Immediate Release**

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## **Baldwin Park to Celebrate Grand Opening of Susan Rubio Zocalo Park & Civic Center Plaza**

**BALDWIN PARK, CA** - The City of Baldwin Park is thrilled to announce the grand opening of the Susan Rubio Zocalo Park & Civic Center Plaza on Saturday, Sept., 14, at 10 a.m. This vibrant new space, located at 14349 E. Pacific Ave., advances the City's mission to expand green spaces and community gathering places.

"After starting construction on this project in early 2023, we are thrilled to unveil this beautiful new park that will enhance our City's landscape and serve as a place for the whole community to get together," said Baldwin Park Mayor Emmanuel J. Estrada. "The Susan Rubio Zocalo Park & Civic Center Plaza is the byproduct of an extensive planning process and demonstrates the City's commitment to creating inclusive spaces that celebrate our community's diversity and heritage."

The grand opening ceremony will begin with a ribbon cutting ceremony from 10 to 11 a.m. The event will continue until 3 p.m. with a variety of activities and performances, including:

- El Grito de Dolores ceremony (11 to 11:15 a.m.)
- Mariachi performance (11 a.m. to 12:00 p.m.)
- Grupo Folklorico Estrellas de Los Angeles (12 to 12:30 p.m.)
- Telpochcalli Coyolxauhqui Aztec Dancers (12:30 to 12:50 p.m.)
- Ballet Folklorico Sabor A Mexico (1-1:30 p.m.)
- Tamborazo de la Sierra (2 to 3 p.m.)

Additional activities include a free butterfly exhibit and bubble play from 11:30 a.m. to 2:30 p.m., and strolling characters from 11:30 a.m. to 2:30 p.m.

To ensure smooth traffic flow and convenient access for attendees, Pacific Ave. will be closed starting at the intersection of Ramona Blvd. and Bogart Ave. Alternate routes will be available. Visitors are encouraged to park at the Civic Center or Cruz Baca TransCenter parking structures.

Susan Rubio Zocalo Park & Civic Center Plaza features a wide array of amenities including a walkable plaza, a passive park with public art, decorative lighting, a pavilion, a retail building, a city monument sign, water conservation features and ADA-compliant access. This multi-functional space will serve the Baldwin Park community as a hub for civic, artistic and social activities. The park will also further the City's sustainability efforts, as rocky swales will capture 100% of rainwater on-site.

One particularly unique feature of the park is its interpretive pavers, which honor Baldwin Park's rich history. These pavers commemorate significant Baldwin Park figures and events, including:

- Gabrielino Native People (Tongva): the original inhabitants of the land on which Baldwin Park now sits
- The founding of In-N-Out Burger in Baldwin Park
- Bette Lowes: First female to be elected Mayor of Baldwin Park
- Elias Jackson "Lucky" Baldwin: Renowned businessman, real estate investor and the City's namesake
- Robert "Bob" Benbow: Former administrative leader of Baldwin Park Adult and Community Education
- Margaret Woods Heath: Civic leader and Baldwin Park's first educator
- Esther Lavelle Snyder: American businessman and co-founder of In-N-Out burger.
- Adelina Gregory Mesias: First female Mayor of Baldwin Park

The park, strategically located northwest of Baldwin Park City Hall, is the result of collaborative funding efforts. State Senator Susan Rubio, a Baldwin Park native, secured nearly \$6 million in state funding for the project. The project was further funded by Measure W (a property tax supporting stormwater capture and treatment), Senate Bill 1 (supporting active transportation spaces) and the Quimby Act (supporting city park creation).

"It's our pleasure to honor Baldwin Park's own Senator Rubio through the naming of this park," said Councilmember Alejandra Avila. "The collaborative funding effort that allowed this park to come to fruition is a perfect example of the Baldwin Park spirit and underscores our commitment to leveraging all available funding opportunities to support our community."

For more information or to RSVP, please contact Rosa Caballero via email or call (626) 813-5245, Ext. 112.

### **About the City of Baldwin Park**

Baldwin Park is a nearly seven-square-mile, suburban community of 72,000 residents in the heart of the San Gabriel Valley. As the hub of the San Gabriel Valley, Baldwin Park is known for its ease of access and mobility, young and diverse residents, and vibrant, growing business community. For more information, visit [baldwinpark.com](http://baldwinpark.com) or follow Baldwin Park on Facebook (@BaldwinParkCAGov), Instagram (BaldwinPark\_CAGov), and Twitter (BaldwinParkCA\_).