



CITY OF BALDWIN PARK

Press Release

For Immediate Release

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City of Baldwin Park to Host Annual Posada Celebration on Dec. 20

BALDWIN PARK, CA – The City of Baldwin Park invites residents and visitors to celebrate its annual Posada event on Friday, Dec. 20. This year's festivities will take place at the newly opened Susan Rubio Zocalo Park (14349 E. Pacific Ave.), providing a fresh backdrop for this beloved community gathering.

The evening begins with Mass at 6:30 p.m. at St. John the Baptist Catholic Church (3883 Baldwin Park Blvd.), followed by a traditional candlelit procession leading to Zocalo Park, where the main celebration will commence at 8 p.m.

"Baldwin Park's annual Posada is one of the most treasured events of the year, reminding us of faith, community spirit and the reason for the season," said Baldwin Park Mayor Alejandra Avila. "We are thrilled to welcome everyone to the brand-new Susan Rubio Zocalo Park for this year's celebrations. This new location will provide an excellent setting for our community to come together and participate in this meaningful cultural tradition."

The Posada tradition, commemorating Mary and Joseph's search for shelter before the birth of Jesus, has been celebrated in Baldwin Park for over two decades. What began as an intimate neighborhood gathering has blossomed into a city-run event attracting over 1,000 attendees each year. The celebration is a testament to Baldwin Park's vibrant community and a celebration of its predominantly Latinx population, which makes up approximately 75% of the City.

This year's Posada promises an evening of lively entertainment, traditional cultural activities and complimentary food and beverages. Attendees can enjoy:

- Live performances by local entertainers.
- Traditional Posada candy bags and a piñata raffle.
- Delicious treats such as tamales, buñuelos, café de olla and ponche.

The event is free and open to the public. Attendees who wish to join the celebration without participating in the procession are encouraged to meet directly at Susan Rubio Zocalo Park.

The Posada is made possible through the collaborative efforts of St. John the Baptist Catholic Church and local community organizations, including the Kiwanis Club, the Senior Center, the Baldwin Park

Recreation and Community Services Commission and youth clubs. Volunteers of all ages, from teens to seniors, contribute to this inclusive celebration, which serves as a space for cultural exchange and strengthening community bonds.

For more information about the Posada celebration, contact the City of Baldwin Park at (626) 813-5245, Ext. 311.

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 or follow Baldwin Park on Facebook (@BaldwinParkCAGov), Instagram (BaldwinPark_CAGov), and Twitter (BaldwinParkCA_).

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