



ISLA VISTA RECREATION AND PARK DISTRICT
961 Embarcadero Del Mar, Isla Vista, CA 93117
www.ivparks.org | (805) 968 – 2017

Date: May 5, 2023

To: Local Media and Isla Vista Stakeholders

From: Isla Vista Recreation & Park District

PRESS RELEASE: IVRPD Celebrates Cinco de Mayo and Mexican Culture and Heritage with Crafts, Food, Music, and Spoken Word

Isla Vista, CA – Isla Vista Recreation & Park District rides into the upcoming Cinco de Mayo Celebration, the third event of the Spring Concert Series. Guests will be able to enjoy the making of tissue paper flowers and *Ojos de Dios*, or God’s eyes, and the first two hundred attendees will receive a free burrito (vegan and vegetarian options are available). Audio entertainment for the day will come courtesy of Mariachi Las Olas, Los Anclas, and Los Lagares, with a DJ set and a spoken word performance in between.

The holiday celebrates the outnumbered Mexican army’s victory over France at the Battle of Puebla on May 5, 1862, during the Second Franco–Mexican War. Though the victory did not significantly turn the tide of the war in either direction, it has come to represent pride in Mexican culture and heritage in the face of overwhelming adversity.

In this year’s Cinco de Mayo, IVRPD hopes to build connectivity between students and residents by creating social opportunities to celebrate the heritage of Mexican American culture.

“We recognize the perseverance and exuberance of our Mexican neighbors, classmates, and coworkers,” said IVRPD General Manager Kimberly Kiefer. “They are everyday heroes, people who make our streets and parks and houses better places to live and laugh in. And now, we live and laugh together.”

“Isla Vista Recreation & Park District’s concerts in the park have been a success since they started last year,” said Viviana Marsano, UCSB Director of Civic and Community Engagement. “The Cinco de Mayo Celebration this Saturday, May 6, offers an amazing variety of music, activities, and food. It is a wonderful way of creating community among our Latinx families, UCSB students, and local residents. There will be something for every taste and every age.”

This free outdoor event will take place on Saturday, May 6, from 1–6pm, at Anisq’Oyo Park located in downtown Isla Vista. IVRPD encourages guests to attend the event by bicycle, by skateboard, by foot, by bus—direct routes to the park include Santa Barbara MTD Lines 11, 15x, 25x, and 27—or by other means of alternative transportation. Guests may request ADA accommodations by emailing ivrpd@ivparks.org or by calling (805) 968-2017.

For questions or comments, please email Nicholas A. Norman at nnorman@ivparks.org or call (805) 350-8751.

Isla Vista Recreation & Park District
961 Embarcadero Del Mar
www.ivparks.org



ISLA VISTA RECREATION AND PARK DISTRICT
961 Embarcadero Del Mar, Isla Vista, CA 93117
www.ivparks.org | (805) 968 – 2017

Event Timeline & Run-of-Show

1pm	Event begins
1:00pm – 1:45pm	Mariachi Las Olas performs
2:00pm – 2:45pm	Los Anclas performs
3:00pm – 3:30pm	Spoken word begins
3:45pm – 5:00pm	DJ set begins
5:15pm – 6pm	Los Lagers performs
6pm	Event ends

Artist Information

Mariachi Las Olas: Large and small ensembles available for a multitude of occasions including weddings, quinceañeras, memorials, anniversaries and other special days. Extensive repertoire ranging from traditional Ranchera to arrangements of contemporary popular music. Band Director Juan Zaragoza is a U.C.S.B. alumni. Las Olas is a manifestation of his ongoing community work to keep the tradition of Mariachi music alive in Santa Barbara.

Los Anclas: [@losanclas](https://www.instagram.com/losanclas) (Instagram)

Los Lagers: [@los_lagers_official](https://www.instagram.com/los_lagers_official) (Instagram)



ISLA VISTA RECREATION AND PARK DISTRICT
961 Embarcadero Del Mar, Isla Vista, CA 93117
www.ivparks.org | (805) 968 – 2017

Site Map



Event FAQs

What is the IVRPD Spring Concert Series?

It is a free outdoor live music event taking place over a month, hosted and presented by IVRPD in creative partnership with various event organizers and partner organizations, including student organizations from UCSB and Isla Vista.

When is the event?

The Spring Concert Series runs each Saturday from April 22 to May 13, 2023. The Spring Concert Series is part of IVRPD's continuum of seasonal recreational programming and is one of IVRPD's most popular live events.

What kind of activities will there be?

At this year's Spring Concert Series, we will offer a variety of activities, including T-shirt tie-dyeing, bracelet making, mechanical bull riding, plant potting, and much more!

Who can attend the event?

The Spring Concert Series is open to all ages. Everyone is welcome!

Where is the entrance to the event?

The event entry point is located at Anisq'Oyo Park at 950 Embarcadero Del Mar, near Isla Vista Market.



ISLA VISTA RECREATION AND PARK DISTRICT
961 Embarcadero Del Mar, Isla Vista, CA 93117
www.ivparks.org | (805) 968 – 2017

What time does the event start?

The Spring Concert Series starts each Saturday, 1–5pm. On Saturday, May 13, 1–9pm, the grand finale will take place: the “Concert for the Coast” celebration and series wrap-up.

Will there be any food or water?

A limited supply of snacks and refreshments will be offered while supplies last.

What can I bring to the event?

Guests may bring lawn chairs, blankets, and food. Drugs, alcohol, and weapons are expressly forbidden. Please do not smoke or vape.

How can I access the event?

Guests are encouraged to attend the event by bicycle, by skateboard, by foot, by bus—direct routes to the park include Santa Barbara MTD Lines 11, 15x, 25x, and 27—or by other means of alternative transportation. For ADA accommodations, please email Nicholas A. Norman at nnorman@ivparks.org or call (805) 350-8751.

Are you accepting volunteers?

IVRPD is always seeking volunteers for its Adopt-A-Block and Park Stewardship programs. Please email cleaniv@ivparks.org to learn how you, today, can help!