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## **El Pueblo de Los Angeles Heritage Festival to Transform the City's Birthplace into a Global Cultural Hub This June**

*A Three-Day Celebration of Food, Music, and Culture launches at El Pueblo Historical Monument During the 2026 World Cup*

**LOS ANGELES, CA (May 14, 2026)** – For the first time, the historic heart of the city will host the “El Pueblo de Los Angeles Heritage Festival,” a three-day cultural extravaganza at El Pueblo Historical Monument in downtown Los Angeles. Taking place from June 26-28, 2026, this free-to-the-public event coincides with the excitement of the World Cup matches in Los Angeles, blending the spirit of the Beautiful Game with the diverse flavors, cultures, and sounds of Southern California.

To celebrate the entirety of the World Cup games which kick off June 11, 2026, El Pueblo Historical Monument is reinventing the majestic Pico House to become *Celebration Plaza*. For three weeks this new configuration complements the high-energy of the World Cup with live music, food, and team apparel shopping. The festivities culminate the last weekend of June at the El Pueblo de Los Angeles Heritage Festival.

As the Birthplace of Los Angeles, El Pueblo will be reimaged as a vibrant community space where global culinary experiences meet local tradition. Located between the official FIFA Fan Zone at Union Station, and Casa Mexico at LA Plaza de Cultura y Artes, the festival serves as the ultimate destination for locals and visitors to immerse themselves in the soul of the city.

### **Live Music Performances**

Starting on Friday, June 26 the Plaza Stage will feature DJ Rumba, the neo-soul blends of the Matt Amper Quartet, and other cultural programs throughout the day, ensuring the park remains alive with energy from morning until night.

The festival Main Stage will feature legendary performances from two iconic Los Angeles artists. On Saturday, June 27, the Grammy-winning multicultural powerhouse Ozomatli will deliver their vibrant fusion of reggae and hip-hop styling. The legendary Poncho Sanchez brings his signature Latin jazz and Afro-Cuban rhythms to the festival on Sunday, June 28.

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## Festival Highlights

- **Celebration Plaza:** To launch the World Cup global phenomenon, the historic Pico House will transform into a vibrant fan hub. Across three action-packed weeks (June 10–14, 17–21, and 24–28), the plaza will feature gourmet food vendors, live mariachi music, and exclusive team merchandise.
- **Culinary Courtyard:** Enjoy a hand-picked assembly of the city’s finest international food trucks. Designed to mirror the diverse stage lineup, this curated fleet offers a savory journey of flavors, ensuring your palate is as entertained as your ears.
- **Kids Zone:** Celebrate the World Cup spirit at a fun children’s area featuring face painting, arts & crafts, puppet shows, and other interactive family activities presented by the museums of El Pueblo.
- **Beverage Garden:** Elevate your festival experience at an open-air oasis designed for those looking to sip, socialize, and unwind. Located in the heart of the festivities, this beverage destination offers a premier selection of craft beers and artisanal spirits.

## A Celebration of Global Community

“We are thrilled to welcome the world to the very site where Los Angeles began,” said Domenika Lynch, General Manager of El Pueblo Historical Monument. “The El Pueblo de Los Angeles Heritage Festival is more than just an event; it’s a bridge between our history and our global future. By hosting this during the World Cup, we are creating a space where soccer fans and culture seekers alike can experience the diversity of L.A.”

El Pueblo de Los Angeles Heritage Festival is a free event; no tickets are required. For more information, follow [@elpueblola](#) on Instagram and Facebook or visit <https://elpueblo.lacity.gov>.

## About El Pueblo Historical Monument

El Pueblo Historical Monument is the oldest section of Los Angeles and is the site where the city was first established in 1781. The forty-four-acre park consists of numerous historic buildings, museums, a beautiful outdoor plaza and the world-famous Mexican marketplace on Olvera Street. The Monument represents the rich history, culture, and ethnic diversity that is the foundation of the City of Los Angeles.

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