



Rosarito sets the scene for a memorable Mother's Day by the coast

A seaside brunch, ocean breezes, and a sunset over the Pacific—this year, Mother's Day offers the perfect excuse for a coastal escape just minutes from the border.

With May 10 aligning for both Mexico and the United States, Playas de Rosarito is set to become a natural gathering point for families looking to celebrate together in a relaxed, oceanfront setting.

Across the city, restaurants will offer special menus, from laid-back beachfront breakfasts to sunset dinners with panoramic ocean views. Fresh seafood, international flavors, and open-air terraces create an inviting setting for a relaxed, unhurried celebration.

Beyond the table, the celebration can continue at a leisurely pace, whether through a walk along the beach, a horseback ride by the waves, a visit to a local spa, or a stop at artisan markets and flower shops for a personalized gift.

For those looking to turn the occasion into a full weekend escape, Rosarito also offers a variety of oceanfront accommodations, from boutique hotels to resort-style stays, allowing families to extend the celebration beyond a single day and fully embrace the coastal experience.



For many visitors from Southern California, the appeal lies in the simplicity: a short drive that leads to a change of scenery, where the rhythm slows and the focus shifts to time spent together.

Hotels, cafés, and small businesses across Rosarito are expected to wel-

come an increase in visitors seeking a quick yet meaningful getaway in a festive but laid-back atmosphere.

And while dining and gifts are part of the tradition, the setting itself—sun, sea, and shared moments—often becomes the most memorable part of the celebration.

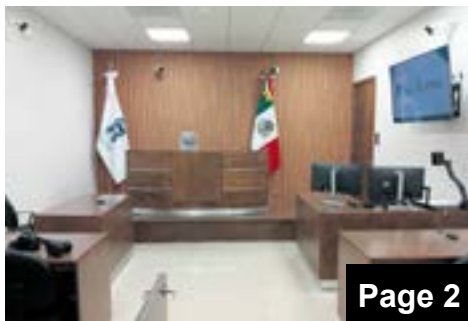
Rosarito strengthens coastal stewardship under new ZOFEMAT leadership

With a renewed focus on coastal care and sustainability, ZOFEMAT's new coordinator, Lázaro Adán Aldama López, has launched a series of initiatives aimed at enhancing beach upkeep, environmental awareness, and community engagement.

In his first week, Aldama López led a large-scale cleanup effort that resulted in the collection of more than 10 tons of waste along the coastline, marking an early step in ongoing efforts to maintain clean and welcoming beaches...



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New oral court system in Rosarito aims to speed up civil and family cases

A new oral justice system for civil and family cases is now in place in Rosarito, with early results showing faster case resolution and a more streamlined process for those seeking legal outcomes.

According to Michelle Corona Navarro, magistrate of the Fourth Civil Chamber of the Baja California Superior Court of Justice, the system is designed to make proceedings more efficient while improving access to justice.

Rosarito is the first municipality in the state to implement the model under the National Code of Civil and Family Procedures, which prioritizes oral hearings and direct interaction between the parties and the judge.

For residents, this means that cases such as divorce, child support, custody, lease disputes, and property matters can now be resolved more quickly. In some cases, decisions have been



reached in a matter of days or even during a single hearing.

One example includes a divorce finalized in just 10 business days, while another was resolved in a 15-minute hearing, with both parties leaving with a final ruling.

The system also encourages people to resolve disputes through conciliation rather than going through a full court process. Certified conciliators are available to help both sides reach agreements outside the courtroom, often saving time and legal costs.

In addition, the new model places greater emphasis on protecting privacy

in family cases and safeguarding the rights of children and other vulnerable individuals.

Another key improvement involves enforcement. Under the previous system, even after a ruling was issued, carrying it out could take time. The new procedures aim to ensure that decisions are implemented more effectively.

Officials note that, as with any major change, there may be an adjustment period, particularly as people become more familiar with speaking during oral hearings. However, the goal is to create a more accessible and responsive justice system for the public.



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New Santa Fe-Rosarito route aims to improve mobility and support local tourism

A newly approved intermunicipal transit route connecting Tijuana and Playas de Rosarito is expected to improve daily mobility while making it easier for local residents to visit the coastal city for short getaways.

The Institute of Sustainable Mobility authorized the Santa Fe-Rosarito route, which will provide a more direct connection between the two municipalities, particularly benefiting residents of Santa Fe and surrounding neighborhoods.

The route will begin in La Gloria and pass through Santa Fe, Pórticos, and Lomas de San Antonio before entering Playas de Rosarito, offering a more efficient option for hundreds of commuters traveling between the cities each day.

Once in Rosarito, the route will continue along Benito Juárez Boulevard—one of the city's main thoroughfares—before heading toward the Mazatlán neighborhood and ending on Ermita Street in the Morelos area.

Service will be operated by white-and-yellow route taxis, with fares set at 15 pesos for trips within Rosarito and

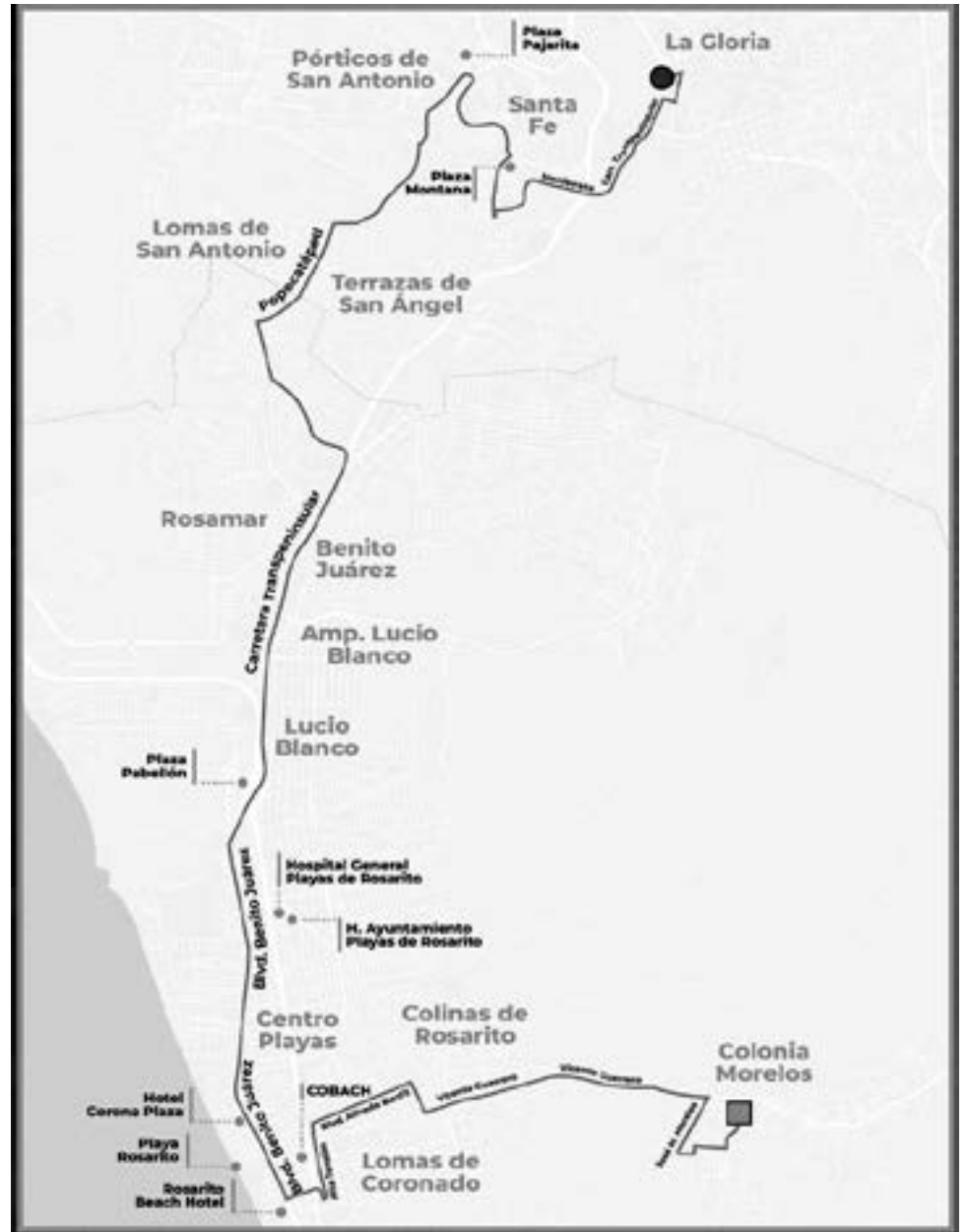
17.50 pesos for intermunicipal travel, providing an affordable option for both commuters and day visitors.

Beyond its role in daily transportation, the route is expected to encourage local tourism by making it easier for residents of Tijuana—especially from the growing Santa Fe area—to access Rosarito's beaches, restaurants, and entertainment without the need for a car.

The improved connectivity could benefit small businesses, beachfront dining spots, and tourism service providers, particularly during weekends and holiday periods when short visits are more common.

State officials said the route strengthens links between Rosarito and one of Tijuana's fastest-growing residential areas, helping position the coastal city as an accessible destination for nearby communities.

With this addition, Rosarito continues to expand its transportation network while reinforcing its appeal as a convenient and attractive option for local tourism.



Sharp Boulevard reopens, easing traffic for residents and local businesses

After four months of closure, Sharp Boulevard has reopened to traffic following the



completion of sinkhole repairs, restoring a key route for residents, commuters, and nearby businesses.

The reopening is expected to significantly ease congestion in surrounding streets, which had absorbed additional traffic during the closure, and improve daily commutes for drivers who rely on the boulevard as a main connection.

State and city officials confirmed that the project, led by the State Infrastructure, Urban Development and Territorial Planning Secretariat (SIDURT) in coordination with the Rosarito City Government, addressed the underlying causes of the roadway damage.

According to SIDURT's Baja Cali-

fornia delegate, David Murrieta Camarena, the work included extending a stormwater culvert, relocating an eight-inch sewer line, replacing residential drainage connections, rehabilitating storm drains, and repaving the roadway.

The project involved an investment of 5 million pesos, in addition to 3.5 million pesos previously contributed by the city during the initial phase.

For nearby residents and business owners, the reopening marks a return to normal activity after months of de-

tours and reduced accessibility.

Murrieta Camarena and Mayor Rocío Adame Muñoz conducted a walk-through prior to reopening, confirming that the roadway is now fully stable and safe for use.

Final touches included new thermoplastic road markings to improve visibility for drivers, particularly at night.

City officials also acknowledged the patience of residents and local businesses, noting that the project was essential to ensure long-term safety and reliability along the boulevard.



Newly paved streets in Aztlán improve access for residents

Two streets in the upper section of the Aztlán neighborhood have been paved, improving daily access for residents and strengthening connectivity within the area.

The project, carried out by the Rosarito City Government through PRODEUR, includes Anáhuac and Tepexpan streets, which now form part of a main circuit linking nearby roadways in the upper part of the neighborhood.

With an investment of 9.12 million pesos, the work is expected to make travel easier for families, reduce dust and mud during seasonal weather changes, and provide more reliable access for vehicles and services.

Mayor Rocío Adame Muñoz led the ribbon-cutting ceremony alongside PRODEUR Director Nora Elisa

Márquez Carvajal and residents who will directly benefit from the improvements.

Construction included paving 582 square meters with hydraulic concrete across both streets, as well as the installation of 50 residential water connections and 38 sanitary sewer hook-ups—upgrades that contribute to better living conditions.

For residents, the project represents a step forward in everyday mobility, making it easier to move through the neighborhood and connect with surrounding areas.

City officials said paving efforts are being prioritized along key routes and connecting streets, with plans to continue expanding improvements as resources allow.



Authorities urge safe driving, remind public 911 is available for emergencies

Local authorities are urging drivers to make responsible choices behind the wheel as part of ongoing efforts to promote road safety and reduce the risk of accidents across the city.

Officials stressed that safe driving protects not only motorists, but also passengers, cyclists, motorcyclists, and pedestrians who share the road every day, particularly in high-traffic areas and during peak travel hours.

Key recommendations include obeying speed limits, avoiding cellphone use while driving, never operating a vehicle under the influence of alcohol, and staying fully attentive at all times. Authorities

also encourage maintaining a safe distance between vehicles and remaining alert to changing road conditions.

In addition to prevention efforts, residents are reminded that 911 is available 24 hours a day, seven days a week, to respond to emergencies or situations requiring immediate assistance.

Authorities emphasized that responsible driving is a shared effort that helps create safer streets for the entire community.

Drivers are encouraged to remain cautious, noting that even a single decision behind the wheel can make the difference between a routine trip and a serious incident.

Rosarito expands school safety efforts through preventive programs

The Rosarito City Government is strengthening school safety efforts through coordinated preventive programs aimed at promoting healthy environments and reducing risks among students.

As part of these initiatives, the Secretariat of Citizen Security, in collaboration with the Preventive Programs Unit, the K9 Unit, and the National Guard, conducted a supervised inspection of student belongings at “Bicentenario de la Independencia” Middle School.

Officials noted that the activity was carried out in coordination with school authorities and with respect for students’ rights, with the goal of fostering a safe and supportive educational environment.

The effort is part of a broader strategy focused on prevention, encouraging healthy lifestyles, and identifying poten-



tial risk factors at an early stage.

City officials said the initiative reflects an ongoing commitment to the well-being of young people, promoting school spaces that are safe, positive, and conducive to learning.

The program also highlights collaboration between public safety agencies and educational institutions as a key component in strengthening community-wide prevention efforts.



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...continues from front page

Rosarito strengthens coastal stewardship under new ZOFEMAT leadership

The new approach also includes staffing adjustments and updated work schedules to ensure consistent coverage for maintenance and monitoring, supporting a more organized and efficient operation.

A key component of the initiative is a

public awareness campaign encouraging responsible use of beach spaces by both residents and visitors, reinforcing a shared commitment to preserving the coastline.

Plans are underway to expand and improve beach signage, offering clear



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and accessible information about guidelines designed to protect the coastal environment. These include avoiding bonfires, vehicles on the sand, and glass containers.

Looking ahead, Aldama López highlighted the importance of collaboration with residents, local organizations, vendors, and businesses to continue strengthening a culture of environmental responsibility.

He noted that caring for the coastal zone is a shared effort that benefits the entire community, helping ensure that Rosarito's beaches remain clean, vibrant, and enjoyable for future generations.



CEART Rosarito marks a decade of art, community, and creative growth

Music filled the air, voices gathered in celebration, and the rhythm of dance carried through the open spaces as CEART Rosarito marked its 10th anniversary—an evening that reflected not only the passage of time, but the evolution of a cultural home.

What began as an ambitious vision has become a vibrant meeting point for artists, students, and the community. Over the past decade, CEART Rosarito has grown into a space where creativity takes shape daily—through rehearsals, exhibitions, performances, and the quiet discipline of artistic training.

During the celebration, Baja California Secretary of Culture Alma Delia Ábrego Ceballos recognized the collective effort behind that transformation, highlighting the work of staff and the contributions of artists who have given life and meaning to the center.

CEART coordinator Marco Nuño



Sánchez recalled a time when opportunities for artistic development in Rosarito were limited, and many had to travel to neighboring cities to pursue

their training. Today, that landscape has shifted.

“Over the past four years, CEART Rosarito has become a stronger, more

established space for artistic development and professional growth—a dynamic venue that supports creative processes, opens new opportunities, and now serves as home to the Baja California Orchestra,” he said.

Now serving an average of 1,000 students each year, the center stands as both a place of learning and a platform for artistic expression—one that continues to evolve with each new generation.

The anniversary brought together artists, cultural figures, and community members in a celebration that moved fluidly between music, dance, and shared memory. More than a milestone, the evening offered a glimpse into the role CEART Rosarito plays in shaping the cultural identity of the region.

Ten years on, the space is no longer just a project realized—it is a living, breathing part of the city’s creative pulse.

Community groups work to rehabilitate abused dogs in Rosarito

Two local organizations are currently caring for five dogs rescued from abuse cases referred by the District Attorney’s Office, highlighting both the severity of animal neglect in the region and the role of community-led efforts in rehabilitation.

Voluntariado Rosarito and Huellitas Enjambre have expanded their work beyond organizing socialization walks, providing medical care and recovery support for dogs suffering from severe malnutrition, ehrlichiosis, physical trauma, and burns. Among the animals receiving care are Rot, Mila, Lara, Lila, Pit, and Gordita.

One of the most critical cases is Rot, a dog fighting canine ehrlichiosis, a serious tick-borne disease. His recovery has been supported by veterinarian Fabián Flores.

Lara and Lila were rescued from a property where they had been deprived of food and water, leaving them in a state of extreme malnutrition. Three dogs were originally reported at the location, but only the two survived by the time authorities carried out a search warrant.

After their rescue, a volunteer with Huellitas Enjambre took them in, preventing their transfer to the municipal shelter and helping coordinate a network of foster care and veterinary support.

Both dogs are now in a temporary foster home under the care of a U.S.-based organization and are expected to be transferred across the border as they continue their path toward permanent adoption.

Mila, rescued alongside her brother Balú, also spent time at Animal Control before being placed in foster care by volunteers. Balú has since been adopted, while Mila remains in foster placement with support from a U.S. organization, awaiting relocation.

Gordita and Pit were found during a separate operation, living in unsanitary conditions and suffering from severe malnutrition. Gordita is currently in foster care, while Pit remains at the municipal shelter awaiting adoption.

Liz López, a representative of Huellitas Enjambre, emphasized the importance of foster homes, noting that community members play a critical role in the recovery process.



“We encourage people to become foster families. A foster home is the bridge to full rehabilitation for these dogs, especially those that have suffered abuse and neglect,” she said.

She also highlighted the efforts of local volunteers who are currently providing foster care for several of the rescued dogs.

Both organizations are grassroots initiatives made up of local residents. Alongside rescue efforts, they aim to raise awareness about animal abuse and the conditions many dogs face in the municipal shelter. Every two weeks, they organize walks as part of an ongoing commitment to improving the animals’ quality of life.

Simple steps can help prevent rickettsia in the home

Keeping homes and outdoor areas free of ticks is one of the most effective ways to prevent rickettsia, a potentially serious disease transmitted through tick bites that can affect the entire household.

Tick activity tends to increase during the warmer months, particularly in yards, around pets, and in cluttered spaces, making prevention efforts especially important this time of year.

Health recommendations include regularly cleaning yards and surrounding areas, removing dry leaves, weeds, and trash that can serve as shelter for ticks. Avoiding the buildup of debris, old furniture, tires, and other abandoned items can also help reduce breeding grounds.

Pets should be checked frequently and treated for parasites, as dogs and cats are one of the most common ways ticks enter the home.

Sealing cracks in walls, fences, and other small openings where ticks can hide is also advised, along with keeping a close watch on areas where children play.

Rickettsia can cause symptoms such as high fever, severe headache, fatigue,



muscle pain, and general discomfort. At the first signs of illness, prompt medical attention is recommended, and self-medication should be avoided.

Early detection is key to preventing serious complications, making consistent prevention measures essential to protecting family health.

Maintaining tick-free environments not only reduces the risk of infection but also contributes to overall community well-being in Baja California.

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Rosarito dancers take first place at international competition in Colombia

Two young dancers from Rosarito earned first place at an international competition in Colombia, where their performance stood out among entries from multiple countries.

Vanessa Jazmín Ángel Dorantes and Javier Alexander López Murillo won with their contemporary lyrical duet “Las últimas rosas” (“The Last Roses”), a piece created by their instructor, Yessenia Bribiescas Lara of Academia Nueva Esperanza in the Lucio Blanco neighborhood.

The choreography highlights emotional depth and artistic expression, showcasing the duo’s technical skill and stage presence. Competing against other contemporary dancers and couples, they impressed judges with both interpretation and execution.

Their achievement marks an important milestone in their artistic development and brings international recognition to Rosarito’s local dance



community.

To make the trip possible, the dancers organized community fundraising efforts over several months, reflecting the level of commitment often required of emerging artists.

“We are very proud to represent Mexico abroad and to show that there is great talent in our country,” they said. “Representing Rosarito and Mexico means a lot to us, and this experience has helped us grow as dancers and deepen our appreciation for our culture.”

They were the only participants from Rosarito in the competition.

The award-winning piece was also recently performed at the first Festival Cultural Comunitario in Rancho 40, organized by the Municipal Secretariat of Culture through the Instituto Municipal de Arte y Cultura (IMAC), further highlighting their work within the local community.



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