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Hotel Rosarito Beach Receives Tourism Excellence Award from Food and Travel México

The hotel was one of six establishments recognized in the Outstanding Tourism Product category and the only tourism business from Rosarito to receive the distinction.





Hotel Rosarito Beach received a Tourism Excellence Award on October 7 from Food and Travel México, a publication specializing in gastronomy and tourism.

The hotel's hospitality concept and commitment to excellence were selected among 50 projects recognized for their distinctive offerings, identity, quality, and ability to enhance the visitor experience.

The award is part of Hospitality Selection Baja California, an initiative created by Food and Travel México to recognize projects making a difference in the state's hospitality industry, including culinary and tourism establishments.

Hotel Rosarito Beach was the only tourism business from Playas de Rosarito recognized in this category.

Hospitality Selection Baja California: The Recognition

According to Food and Travel México, the Hospitality Selection initiative was created around the idea that hospitality is a calling. Its scope extends beyond hotels and restaurants to include the farmers, winemakers, fishermen, artisans, architects, and local communities that help sustain a destination.

In the "Outstanding Tourism Product" category, Hotel Rosarito Beach was one of six establishments recognized and the only recipient from Rosarito.

An outstanding tourism product brings together high-quality services, resources, infrastructure, and experiences that exceed travelers' expectations. It combines tangible and intangible elements—including customer service, cultural heritage, gastronomy, and hospitality—with high standards of sustainability, innovation, and professionalism.

Through this distinction, Food and Travel México recognized Hotel Rosarito Beach for its contribution to the hospitality industry in Mexico.

In the Food Selection category, which recognizes outstanding dining establishments, two Rosarito restaurants were also honored: Roble de Raíz a la Mesa and La Casa de la Langosta in Puerto Nuevo.

Rosarito Historical Archive Receives More Than $1 Million in Business Community Support



New archival equipment and a specialized scanner will help preserve the city's historical records, while a donation from Ecos de Rosarito adds valuable documents on Rosarito's municipalization and early years.

The Playas de Rosarito City Council and the local business community signed a collaboration agreement on Thursday, October 22, to equip and strengthen the city's Historical Archive. The agreement was formalized at the Rosarito Cultural Center.

...CONTINUES PAGE 5



Page 3

Consuls from 15 Countries Visit Rosarito to Explore Tourism Opportunities



Page 4

Rosarito Workers Hold Symbolic Opening of New ISSSTE Clinic

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Rosarito Tourism Sector Must Innovate to Stay Competitive, Hotel Leader Says

Hotel industry representative Hugo Antonio Torres Ramírez says Southern California must remain the primary tourism market while local businesses adapt to changing visitor expectations.



Rosarito's tourism industry must continue to innovate in its promotional strategies, services, and attractions to remain competitive, said Hugo Antonio Torres Ramírez, vice president of the Playas de Rosarito Hotel Association.

Torres Ramírez emphasized that Southern California remains Rosarito's primary tourism market, accounting for approximately 95% of its visitors. He said promotional efforts should continue prioritizing this region, even as the city explores opportunities to attract visitors from other markets.

"I believe we need to focus more on our natural market in Southern California, which is where 95% of our visitors come from. It is good to explore other markets, but we must continue promoting Rosarito to the visitors who already come here.

If we want promotional funds to be well spent, they need to be invested in Southern California. Visitors also come from Northern California, while Mexicali and Tijuana account for the remaining 5%. That market is also very important, but we must always focus on our natural market," he said.

Torres Ramírez also highlighted the need for businesses to adapt to changing market trends rather than rely on traditional tourism offerings.

"We cannot expect different results by doing the same things we have always done. The market has changed," he said.

He pointed out that shopping for handicrafts and furniture, which once attracted visitors, no longer holds the same appeal. These sectors remain important, he said, but must evolve by offering new products and experiences that reflect current market trends.

He also noted the growing influence of younger tourists who rely heavily on social media, making it essential for local businesses to maintain an active presence on these platforms.

Regarding the strategy at Hotel Rosarito, which he manages, Torres Ramírez said the property has expanded its promotional efforts through events throughout the year, renovations, and the development of new spaces and services. These initiatives also address environmental and social responsibilities, reflecting the hotel's commitment to the Rosarito community and the environment, as well as its cultural and historical significance as a designated Cultural Heritage site in Baja California.



"Our goal is to organize activities and let people know what they can do in Rosarito. But generally, people come here for the beach or to relax. We need to offer them what they are looking for," he said.

The hotel offers promotions and onsite amenities, including bars, restaurants, and special events. Torres Ramírez mentioned a DJ event scheduled for Sunday, November 8, at the pier, adding that the hotel organizes weekly activities tailored to the type of visitors who come to Rosarito.

He also highlighted the hotel's annual Thanksgiving dinner, held on the last Thursday of November. According to Torres Ramírez, Thanksgiving is more important to Americans than Christmas. He noted that, surprisingly, the dinner attracts more Mexican guests than American visitors, reflecting how deeply the tradition is rooted in the border region.

The hotel's November calendar also includes a jazz concert featuring the band Tikos on the last Friday of the month, at the Salón Mexicano, which has been designated Cultural Heritage of Baja California.

In December, the hotel will continue its seasonal celebrations with traditional posadas, a Christmas dinner, and a New Year's Eve dinner, Torres Ramírez said.

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Consuls from 15 Countries Visit Rosarito to Explore Tourism Opportunities

Diplomatic representatives based in Los Angeles toured the historic Rosarito Beach Hotel and CEART as part of an initiative to promote the city and strengthen international tourism ties.



Seeking to strengthen diplomatic cooperation and promote tourism, consuls representing 15 countries visited Playas de Rosarito over the weekend for a familiarization trip, commonly known as a *Fam Trip*.

The visit was coordinated by Rosarito's Secretariat of Economic Development and Tourism, headed by Irán Leonardo Verdugo Contreras, with support from local businesses. The Rosarito Beach Hotel served as the main venue and host, while Sunio restaurant at Castillos del Mar hosted a welcome reception and gathering.

The historical and cultural tour included a visit to the historic Rosarito Beach Hotel before continuing to the Centro Estatal de las Artes (CEART), where the representatives had an opportunity to explore Rosarito's cultural offerings and their potential to support tourism promotion.

During the visit, guests toured the facilities and viewed the exhibitions currently on display. These included an exhibition by artist Benito Del Águila and another featuring stories and memories shared by women participating in the *Miércoles de Bordado* (Wednesday Embroidery) workshop.

Irán Leonardo Verdugo Contreras, Rosarito's secretary of economic development and tourism, said the Fam Trip is part of a broader tourism promotion strategy aimed at strengthening relationships and encouraging travel through partnerships with diplomatic representatives from different countries.

The initiative also seeks to develop a working agenda to promote Rosarito and Baja California in the various international markets represented by consulates in Los Angeles.

Organizers also aim to establish cooperation mechanisms to promote Rosarito as a destination through the Foreign Residents Attention Office (FRAO) and countries with residents in Baja California.

THE DIPLOMATIC REPRESENTATIVES ARE CONSULS BASED IN LOS ANGELES, CALIFORNIA, REPRESENTING THE FOLLOWING COUNTRIES:

- **Canada:** Kamalpreet Khera, *Consul General.*
- **Chile:** Francisco Javier Leal Lisboa, *Consul General.*
- **Colombia:** Bernardo Alejandro Mahe Matamoros, *Consul General.*
- **South Korea:** Seoung-ho Cho, *Consul General.*
- **Croatia:** Renee Pea, *Consul General.*
- **El Salvador:** Alejandro José Letona Alvarado, *Consul General.*
- **Spain:** Gerardo José Fueyo Bros, *Consul General.*
- **India:** Srinivasa Kotehal Jayadevappa, *Consul General*.
- **Guatemala:** Patricia Nineth Santizo Estrada de Calderón, *Consul General.*
- **Honduras:** María Fernanda Rivera Fiallos, *Consul General.*
- **Peru:** Jaime Rafael Casafranca Aguilar, *Consul General.*
- **Senegal:** Mame Toucouleur Mbaye, *Consul General.*
- **Switzerland:** Franco Zimmerli, *Consul General.*
- **Mexico:** Carlos González Gutiérrez, *Consul General.*

Also attending were:
Jazmín Galván García, *Mexico's Consul for Business Tourism in Los Angeles*, and Marcela Alejandra Rodríguez Corona, *Mexico's Consul for Tourism Promotion in Los Angeles*.



Rosarito Workers Hold Symbolic Opening of New ISSSTE Clinic

The ceremony honored teachers, labor leaders, and community figures who spent years advocating for the medical facility, which will serve approximately 4,500 ISSSTE beneficiaries.



Workers affiliated with the National Coordinator of Education Workers (CNTE) and Caminos y Puentes Federales (CAPUFE) held a symbolic opening ceremony for the new ISSSTE clinic on Wednesday afternoon, November 4. The facility is located in the 17 de Agosto neighborhood of Playas de Rosarito.

The symbolic ceremony was held to recognize those who fought for years to make the clinic a reality.

"There will be an official institutional inauguration in due course, but this is the people's inauguration—the one organized by those who truly fought for the ISSSTE clinic," said Hugo Monroy, local CNTE leader.

During the ceremony, Marco Antonio Pacheco Peña, CNTE's state coordinator, paid tribute to the teachers who championed the project, including Carmen Rojas and Lolita Adame. He also recognized the efforts of former legislator and current Mayor Rocío Adame Muñoz.

"Many people fought for this, but some made important contributions from their respective positions. At the time, as a legislator and later as mayor, teacher Rocío Adame reached out to Rosarito's community activists. She had the initiative to take the necessary documents to Mexico City to speed up the process. She also helped secure the release of the land so it could be properly donated, giving the federal government and ISSSTE the legal certainty needed to build the clinic," Pacheco Peña said.

José Luis Callejas Rodríguez, who served as Secretary General of Caminos y Puentes Federales (CAPUFE) when Hugo Eduardo Torres Chabert was a local delegate, also recalled that the former official had responded to requests for the construction of a clinic that the community had needed for many years.

The new clinic will serve approximately 4,500 ISSSTE beneficiaries. Its facilities include a general medical office, a nutrition office, a dental office, and a pharmacy.

Rosarito Park Officials Ask Public to Protect Newly Planted Greenery

New growth is beginning to appear at Abelardo L. Rodríguez Park, and park staff are asking visitors to avoid damaging the plants as they continue to take root.



Parks and gardens staff are urging the community to help protect newly planted vegetation in the green areas of Abelardo L. Rodríguez Park in Playas de Rosarito.

Although only a few plants have begun to sprout, the first signs of growth have encouraged those responsible for their care. Staff say the young plants need protection to prevent damage and allow them to continue developing.

Maintaining the plants has been challenging, particularly because the green areas managed by the Municipal Institute of Art and Culture (IMAC) do not have an irrigation system. Recent rainfall has provided much-needed relief, reducing the amount of work and water required for irrigation.



Following the latest rains, some plants have successfully taken root and are now showing healthy green growth.

Others appear to be drying out, but park staff remain hopeful that they will soon sprout again. They are asking park visitors not to damage the vegetation, emphasizing that its survival will determine whether the surrounding areas can become greener in the coming months.

The plants remain particularly vulnerable because the park does not currently have a perimeter wall or protective fencing, unlike some parks in other residential neighborhoods. As a result, the young vegetation is exposed to potential damage from environmental conditions, people, and animals.

Rosarito Ciudad Biblioteca Initiative to Expand Digital Reading Access

The program will bring digital libraries and reading spaces to 15 public schools and 15 community locations, with an investment of 375,000 pesos in its second phase.

"Rosarito Ciudad Biblioteca" (Rosarito Library City) is a program designed to expand access to knowledge and strengthen human capital through physical and digital reading spaces, learning communities, and continuing education resources.

Supported by the Rosarito Development Advisory Council (CCDER), the program aims to provide students, workers, and the general public with greater access to educational resources and ongoing training to strengthen their personal and professional skills.

According to César Rivera, president of the CCDER, this is the project's second phase, in which the organization will invest 375,000 pesos.

The initiative includes the installation of physical micro-libraries and digital libraries accessible through QR codes at 15 public schools and 15 public and community spaces throughout the city.

The program will also offer a hybrid collection consisting of 60 specialized titles, 180 printed copies, and 30 digital books with their corresponding licenses. The materials will cover topics such as leadership, productivity, personal finance, innovation, wellness, communication, emotional intelligence, and professional development.

In the business sector, the initiative plans to involve up to 10 local companies interested in strengthening their employees' skills through continuing education, reading communities, periodic sessions, and evaluation methods.

Additionally, 15,000 bookmarks featuring QR codes will be distributed, allowing residents to access free reading and educational content from their mobile devices.

The project aligns with state and municipal development strategies focused on strengthening human capital, education, social innovation, and community development.



BAJA'S BEST RESTAURANTS Dining Guide







...continues from front page

Rosarito Historical Archive Receives More Than $1 Million in Business Community Support

As part of the initiative, Ecos de Rosarito donated a collection of historical newspaper issues documenting important chapters in the city's history, particularly the struggle and achievement of municipalization, its first municipal administrations, and other challenges faced by residents during Rosarito's early years as an independent municipality.

Hugo Antonio Torres Ramírez, president of the Board of Editorial Playas de Rosarito, presented the collection to Ana Paola Morales Cortés, director of the Playas de Rosarito Historical Archive.

Mayor Rocío Adame Muñoz and Secretary of Culture María Isabel Peredo Quezada, along with the archive's director, thanked the business community for its contribution to this project, which seeks to preserve the history and legacy of Playas de Rosarito.

Through the agreement, the business community, represented by the Playas de Rosarito Economic Development Advisory Council (CCDER), contributed more than 1 million pesos from the Business Trust Fund to finance the archive's equipment.



The investment covered the purchase of furniture for the archival area and a specialized, state-of-the-art scanner designed specifically for historical documents and archival materials.

The new scanner can digitize and reproduce historical documents without damaging them. This technology will help preserve the materials in digital format and make them available to the public for consultation.

Residents Invited to Donate Historical Materials

Along with the opening of this space, the Secretariat of Culture, the Municipal Institute of Art and Culture (IMAC), and the Historical Archive launched a campaign to collect historical materials. Residents are invited to donate documents, photographs, and other old records or personal accounts in their possession.

"The memory of a community does not end with this collection. It grows day by day through the testimonies and oral histories preserved by families themselves. We invite the public to participate in this campaign to collect historical materials dating from the late 18th century, during the mission era, through 1995, when Rosarito became a municipality. People can contribute photographs, books, videos, audio recordings, newspapers, and other materials that can help expand the city's history and cultural heritage," the archive's director said.

The Playas de Rosarito Historical Archive currently houses bibliographic works, documentary collections, maps, plans, historical newspaper collections, and photographic and multimedia materials. Its library collection includes 249 cataloged items organized into six thematic collections, allowing for more organized and accessible public consultation.

In her remarks, Mayor Rocío Adame Muñoz thanked the business community for helping make the project possible. She also acknowledged Hugo Antonio Torres Ramírez and other members of families whose contributions across generations have helped shape the history of Playas de Rosarito.



Rosarito Rotary Club Holds 26th Annual Educational Trip to San Diego Zoo

More than 40 elementary school students enjoyed the educational experience, made possible through the support of two Rotary clubs, education officials, and parent volunteers.

More than 40 children selected from elementary schools throughout Rosarito took part in the long-awaited educational trip to the San Diego Zoo on Friday, October 30.

Students in fourth, fifth, and sixth grades had the opportunity to enjoy an unforgettable experience as they explored the renowned San Diego Zoo and learned about a variety of animal species.

The trip marked the 26th edition of the educational outing organized by the Rosarito Rotary Club, with support from the La Jolla Golden Triangle Rotary Club, the local delegation of the Secretariat of Education, and parent volunteers.

Students were selected by the Secretariat of Education based on several criteria, including academic performance and the requirement to have a Mexican passport and a U.S. visa to enter the United States.

Mario Ciprés Tinoco, a member of the Rosarito Rotary Club, said the trip served as an incentive for elementary school students, encouraging them to work hard, earn good grades, and qualify for selection by the Secretariat of Education.

The Rosarito Rotary Club and the La Jolla Golden Triangle Rotary Club covered the transportation expenses for the trip. The La Jolla Golden Triangle club also sponsored the bus transportation within the zoo. Snacks and meals were provided for the children, parents, guardians, representatives of the Secretariat of Education, and participating



volunteers.

The annual outing reflected the Rotary clubs' commitment to supporting local students by providing educational experiences and encouraging academic achievement through community collaboration.

Rosarito-Ensenada Cycling Event Raises Support for Children with Cancer; Six More Expected to Be Declared Cancer-Free

More than 3,000 cyclists participated in the Fall 2026 ride, raising funds to support treatment for more than 90 children currently receiving care through the Castro-Limón Foundation.

More than 3,000 cyclists participated in the Fall 2026 edition of the Rosarito-Ensenada cycling event, organized by the Castro-Limón Foundation in partnership with the Rosarito Beach Hotel to benefit children battling cancer.

The funds raised through the event will help ensure continued treatment for more than 90 children currently receiving care through the foundation. They will also support the care of six additional patients who, according to the foundation, are expected to be declared cancer-free in the coming days.





During the starting ceremony, Roberto Castro, representing the Castro-Limón Foundation, presented an award to Hugo Antonio Torres Ramírez, chairman of the board of directors of the Rosarito Beach Hotel, in recognition of his generosity and support for the Ruta de la Esperanza (Route of Hope). The initiative brings together thousands of families through an experience that helps provide hope to children fighting cancer.

Claudia Castro, a member of the foundation's board of directors, emphasized that all medical treatments and related expenses are provided completely free of charge to children and their families.

She explained that the foundation provides treatment to patients ranging from newborns to 17 years of age.

"It is very important to clarify that the treatments offered by the Castro-Limón Foundation are completely free for patients and their families. This gives children a greater chance of recovery without their families having to worry about the cost," she said.

"We currently have more than 90 patients undergoing treatment, and on November 14, we will declare six additional patients cancer-free, bringing the total number of patients declared cancer-free throughout the foundation's history to 137," she emphasized.

The cycling event brought together groups of cyclists, families, and independent athletes, primarily from different regions of Mexico and the United States. Many participants were volunteers who return each year to support the cause of children battling cancer.

The Castro-Limón Foundation was established through the initiative and collaboration of two young Baja California entrepreneurs, Juan Carlos Castro Munguía and Irineo Limón Vargas, both of whom were diagnosed with cancer in 2002.

During their own hospital stays and treatments, the two young men became aware of the severe lack of resources and specialized medical care available to children with cancer from low-income families.

Juan Carlos and Irineo met in a hospital waiting room while receiving treatment. After witnessing the challenges faced by children without health insurance or sufficient financial resources, Juan Carlos envisioned creating a place where these young patients could receive support.

Before his death, he shared his dream with his family and contacted Irineo to help move the initiative forward.

Following the deaths of both young men, their families decided to honor their memories by turning their shared vision into a charitable project. This led to the formal establishment of the foundation.

Through these efforts, the Pediatric Oncology Center of Baja California was built in Tijuana. According to the foundation's history, it became the first hospital in Mexico dedicated to childhood cancer care and operated by a nonprofit civil association.

The Rosarito Beach Hotel, under the leadership of Hugo Antonio Torres Ramírez, joined the initiative by providing its facilities as the venue and starting point for the event's two annual editions.

In his remarks, Torres Ramírez thanked all participants for helping support the treatment of children with cancer and recognized the Castro-Limón Foundation for leading this cause for many years.

"I want you all to know that the Rosarito Hotel is your home, and it will always be your home," he said.

Rosarito Residents Honor Loved Ones During Day of the Dead



Families gathered at the municipal cemetery on November 1 and 2 to remember those who have passed, sharing traditions of faith, love, and remembrance.

The municipal cemetery in Playas de Rosarito was filled with color as residents brought flowers and offerings to the graves of their loved ones on November 1 and 2, in observance of Día de Muertos (Day of the Dead).

Hundreds of stories of faith and remembrance were reflected in the graves throughout the cemetery. According to Mexican tradition, the souls of the departed return temporarily from the afterlife on these days to reunite with their loved ones.

Among the many stories of love and loss was that of Candelario León, who visited the cemetery to remember his parents, his brother, and his son, Alberto León, who died 14 years ago at the age of 24.

For Don Candelario, the loss of his son remains the greatest pain he has endured.

"Sometimes I tell my mother, 'Forgive me for not crying for you, but I miss my son so much. I have never cried for anyone as much as I have for my son. He was an angel to me,'" he said through tears.

Although the deaths of his parents and siblings also brought him profound sorrow, he believes there is no greater pain for a parent than losing a child.

Fourteen years have passed, yet he says he still has not come to terms with his son's death. Even the slightest memory brings him to tears, which he tries to hide behind his dark glasses.

For Don Candelario, remembering his son is not limited to Día de Muertos. Since Alberto's passing, he has continued to visit his grave regularly.

He recalled that even after his son's funeral, he spent days, months, and years grieving, and has still not been able to fully accept his loss.

"He was a baseball player and was invited to compete internationally, but he chose to continue his engineering studies. He had just graduated when he passed away. He had been working for a company for about four months and was excited about building a future for himself.

"He had promised to take me with him to work, just to supervise construction projects, since I am a contractor, so I wouldn't have to work as hard. He had also brought several other family members into the company. He was a good son, with no vices," Don Candelario recalled, his voice breaking.



Like his, many other stories of love and hope are remembered among the graves at Rosarito's municipal cemetery during Día de Muertos, a Mexican tradition recognized by UNESCO as Intangible Cultural Heritage of Humanity.

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A Castle, a Family's Love, and a Day of Remembrance in Rosarito

Every November 2, the family of Ángela Camila gathers at her castle-shaped tomb in the Plan Libertador cemetery to honor her memory with a celebration that has become increasingly meaningful to the community.

A unique tomb stands out at the Plan Libertador cemetery in Rosarito. It is the castle of Ángela Camila, a baby who died six years ago. In her memory, her father built a castle filled with toys, clothing, dolls, and gifts for his little girl.

Every November 2, Ángela Camila's family organizes a special celebration in her honor. The event begins with a Mass for all those who have passed away, followed by a meal shared with attendees and candy for children. Live music fills the gathering, and fireworks mark the end of the celebration.

Over the years, the event has grown and gained recognition within the community. This past November 2, local social media influencers also visited the site to record videos about the castle and the annual celebration.

During Día de Muertos, visitors are



welcomed by Ángela›s mother. They visit the castle, take photographs, and explore its interior, where many are amazed by the large collection of toys lovingly brought there by her family.

This year's celebration was no exception. A Mass was held at 5 p.m., followed by a traditional taquiza, live music, and fireworks to close the evening.

The family's visits to Ángela›s castle are not limited to Día de Muertos. Her mother visits every Sunday to spend time at her daughter's resting place and clean the graves of other babies and children buried nearby. She considers them her daughter's little friends, who keep her company.

The family's love for Ángela is also reflected in a song created especially for her, titled La Princesa del Castillo (The Princess of the Castle). The song tells a story of love for the little girl and a promise to keep her memory alive.

Rosarito Leads Baja California in Marigold Production, Growing Three Varieties

The municipality accounts for 18 of the 21 hectares planted in the region, with local growers cultivating yellow, white, and traditional orange marigolds ahead of Día de Muertos.



Rosarito stands out as Baja California's leading municipality for marigold production, with cultivation concentrated in Cañón Rosarito and the community of El Descanso. According to the Secretariat of Agriculture and Rural Development (AGRICULTURA), the municipality has the largest planted area, with 18 hectares dedicated to the flower, also known as the Day of the Dead flower.

Eight local growers are involved in this agricultural activity. Floriculturist Jorge Hinojo has spent the past 10 years growing marigolds in Cañón Rosarito. This year, he planted three varieties: yellow, white, and the traditional orange. These represent three of the 35 marigold species found in Mexico, out of 58 species worldwide, according to the information provided in the report.

Marigolds are native to Mexico and are recognized for their bright yellow and orange colors, distinctive petals, and strong fragrance, Hinojo explained.

He said his harvest will be sold to local residents who purchase the flowers to decorate their Día de Muertos altars, as well as to vendors who resell them at different locations throughout the city in the days leading up to the celebration.

Other growers are preparing their harvests for distribution to different municipalities or for export to the United States, where the flowers must meet strict quality standards.

According to the Secretariat of Agriculture and Rural Development, a total of 21 hectares were planted with marigolds in the region. Of that total, 18 hectares are in Rosarito, while the remaining three hectares were planted by two growers in the municipality of Tijuana.

The figures were provided by staff from Rural Development District 001, which covers the agricultural areas of Rosarito, Tijuana, Ensenada, Tecate, and San Quintín.





