



Olas para Todos Brings Surf Therapy to 65 Children and Teens in Rosarito

For 12 years, Olas para Todos has been bringing children and teenagers with disabilities to the ocean through surf therapy, building a growing network of families, volunteers, sponsors and local organizations committed to making the experience possible.

This year, 65 children and teenagers participated in the program, which combines recreation, community support and the therapeutic benefits of the ocean.

Carlos Luna, a surf instructor and president of the organization, said the continued support from the community has allowed Olas para Todos to keep expanding its activities despite the challenges of finding suitable beach access.

Among this year's supporters was a parent who set up a tent and worked

as a DJ during the activity. Local businesses helped provide hydration for volunteers, while the Mexican Red Cross provided an ambulance.

Fire Medic Academy, together with Dr. Carlos Vera, also participated by providing medical coverage and helping maintain a safe environment for the children and teenagers.

LOOKING FOR BETTER ACCESS TO THE SEA

One of the program's ongoing challenges is securing reliable access to suitable beaches.

Luna said the organization looks each year for a beach access point around Kilometer 42 in southern Rosarito, where conditions are particularly favorable for surf therapy because of the area's calmer waves.

He said some beach access points around Kilometer 38 have been closed by private individuals who consider them private property, making it necessary for the organization to look for alternatives.

"We feel like a ping-pong ball. They close one place, so we look for another," Luna said.

He called on the municipal government to help ensure that public access



to the beach remains available, particularly in areas where programs such as Olas para Todos serve children and young people.

"We don't need side streets; we need access to the beach. We need places where the federal zone remains open so the beach can truly be for everyone. We need to look to the sea," he said.

RAUL'S BEACH: A NATURAL SETTING FOR SURF THERAPY

Raul's Beach at Kilometer 42 has become an ideal location for the program because of its favorable conditions.

Luna described it as one of the most welcoming beaches along the Baja California coastline for surf therapy, noting that the waves are not as strong as in other areas.

A kelp forest helps reduce wave intensity, while the wind has less impact on the water, creating conditions that are better suited for the children and teenagers participating in the sessions.

For Olas para Todos, the ocean is more than a place to surf. It is a space where children can experience new challenges, families can connect and an entire community can come together to make those experiences possible.



Rosarito Seafood Festival Traces Its Roots to the Rosarito Beach Hotel

The Rosarito Seafood Festival traces its roots to the Rosarito Beach Hotel, where seafood cookouts held nearly a century ago eventually evolved into one of the city's signature gastronomic events.

During the 2026 edition of the festival, Hotel Rosarito Board Chairman Hugo Antonio Torres Ramírez looked back at the history of the event and recalled the role played by his uncle, Manuel Barbachano, and his father, Hugo Eduardo Torres Chabert, in promoting Rosarito's culinary and tourism traditions.



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Officials Inspect Site for Rosarito Desalination Plant

As preparations continue for construction of the Rosarito Desalination Plant, Baja California Water Secretary Víctor Daniel Amador Barragán met with federal officials and inspected the site where the project will be developed.

The inspection included a tour of the Presidente Juárez Thermoelectric Power Plant and surrounding properties, which will house the future desalination infrastructure considered strategic for water supply in northwestern Mexico.

Amador Barragán said the complexity of the project requires close coordination among different levels of government and agencies. Technical site visits are being combined with ongoing institutional meetings to monitor each stage leading up to construction.

"We are at a critical stage where engineering and operational logistics must come together," Amador Barragán said. "That is why we regularly hold working meetings with federal authorities, both in Baja California and Mexico City, to ensure that all technical and administrative requirements are fully coordinated."

The meeting was attended by Ramón Eduardo Montes, superintendent of the Presidente Juárez Thermoelectric Power Plant, and Amador Arteaga Sahagún, commercial manager of the Ensenada Port System Administration, whose participation is important for coordinating the logistics required for the plant's operation.

The project is part of Mexico's 2024–2030 National Water Plan and is considered a priority because of its expected social impact and technical scale.

Amador Barragán also noted that on August 14, Mexico's National Water Commission (CONAGUA) announced the award for construction of the plant



to Cox Energy S.A.B. de C.V.

The facility is projected to have a capacity of 2,200 liters per second and is expected to directly benefit fam-

ilies in Tijuana, Playas de Rosarito and Ensenada, helping address water shortages in one of the country's most water-stressed regions.

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Rosarito Delivers Water Tanks to Families in Underserved Areas



Three hundred families living in Rosarito neighborhoods without access to piped drinking water have received water storage tanks through a municipal assistance program, with another 300 expected to be distributed once the supplier delivers the next shipment.

The tanks are being provided to families living in priority areas, particularly in neighborhoods on the outskirts of the city where water infrastructure has not yet reached residents.

Applicants paid \$1,000 pesos for each tank, a subsidized amount compared with the regular cost of more than

\$3,000 pesos. They were also required to complete a form confirming that their neighborhood does not have piped water service, said Municipal Welfare Secretary Juan José Rangel.

Mayor Rocío Adame said providing water storage is particularly important during the summer, when shortages can lead to interruptions in water service and when CESPT water delivery tanks may not be sufficient to meet demand.

She said the response to the program was immediate, with applications quickly reaching capacity, particularly among families living in peripheral areas.

DESALINATION PLANT EXPECTED TO STRENGTHEN WATER SUPPLY

The mayor also said the planned Rosarito desalination plant is expected to help address the city's long-term water supply challenges.

However, she noted that additional infrastructure will be needed to ensure that desalinated water can reach neighborhoods located in areas that currently lack adequate water infrastructure.

Adame told families who applied for the water tanks that a company has already been awarded the contract for the desalination plant.



"It is a very large project, initially involving an investment of 12 billion pesos, so that we can have desalinated water from the sea," she said.

Adame added that ensuring reliable water service for Rosarito residents should be a priority and that additional infrastructure, including elevated water storage tanks in higher areas of the city, will be necessary to distribute the water throughout the community.

Rosarito Cooks Recognized for Preserving Baja California's Culinary Heritage

Two traditional cooks from Playas de Rosarito were among eight representatives of Baja California's Indigenous communities recognized for preserving the state's culinary heritage and ancestral traditions.

Josefina Sánchez Aguirre of Playas de Rosarito and Yanet Salazar Carrillo, of Kumiai heritage from San José de la Zorra in Rosarito, received certification under Competency Standard EC1084 for the "Preparation of Popular and Traditional Mexican Cuisine."

The certification, awarded by Baja California's Secretariat of Tourism, recognizes six women and two men whose knowledge and culinary practices have helped preserve the state's gastronomic identity.

The certificates were presented at the Riviera Social, Civic and Cultural Center in Ensenada. Tourism Secretary Miguel Ángel Badiola Montaña said the certification represents more than professional training, recognizing the families, techniques and ingredients behind Baja California's traditional cuisine.



"To each of you, thank you for being the living heritage of Baja California. Thank you for your legacy and for the identity you give us," Badiola Montaña said. "Your dishes and the hands that prepare them are a testament to years and years of learning, reflecting knowledge passed from generation to generation."

The other people certified were Be-

atriz Haros Farlow, of Kiliwa heritage from Arroyo de León, Ensenada; Tabita Domínguez Sandoval, Elizabeth Domínguez Sandoval and Fernando Rembac Domínguez, of Kumiai heritage from San Antonio Necua, Ensenada; and Rigoberto Aldama and Magdalena López Oliden, from La Huerta, Ensenada.

The recognition seeks to strengthen

the cultural value of traditional culinary practices while promoting gastronomic tourism as a way to showcase Baja California's cultural heritage and support local communities.

Tabita Domínguez Sandoval, founder of the Wa Kumiai Tabita project in San Antonio Necua, said she is proud to share Kumiai identity through traditional ingredients such as acorns and sage.

She said the certification will help more people learn about, respect and appreciate the traditions passed down by the Yuman peoples of Baja California.

The ceremony was attended by state tourism officials, representatives of the Conservatory of Mexican Gastronomic Culture, the Riviera Cultural Center and CANIRAC Baja California, as well as representatives of institutions involved in culinary education and promotion.

The EC1084 certification process was conducted with the Conservatory of Mexican Gastronomic Culture serving as the evaluation center and is part of certification procedures linked to Mexico's Secretariat of Public Education (SEP). The corresponding documentation is issued by CONOCER, Mexico's National Council for Standardization and Certification of Labor Competencies.

September Is Will Month in Baja California

September is Will Month in Baja California, offering residents an opportunity to prepare their wills and help protect their assets while reducing the risk of family disputes and inheritance-related legal proceedings.

A will allows individuals to decide who will inherit their assets and can help ensure that their wishes are respected, provided the document is prepared in accordance with legal requirements.

Recently, the Baja California Congress approved an initiative to make the "September, Month of the Will" program permanent, allowing residents to access the process each year with discounts of up to 50 percent.

The reform to Article 200 BIS of Baja California's Notarial Law is intended to promote estate planning, protect family assets and ensure that people's wishes are carried out in an orderly and secure manner.

Throughout September, public notaries are offering a 50 percent discount on the preparation of wills.

A will can cover more than houses or land. Other assets may include money, jewelry, vehicles and personal belongings.

Attorneys are also encouraging people of all ages to consider preparing a



will, emphasizing that estate planning is not only for older adults. Anyone who owns property or other assets can benefit from formally documenting their wishes.

The resolution contained in Opinion No. 99 of the Commission on Government, Legislation and Constitutional Affairs states that the state government will ensure that wills prepared during September each year receive a discount, with the specific amount to be established in the Notaries' Fee Schedule.

Residents interested in preparing a will can contact public notaries in their area for more information during regular business hours.

Rosarito Hosts Creo MX Entrepreneurship Event at Baja Studios

Rosarito hosted Creo MX, an entrepreneurship event that brought business owners and entrepreneurs to Baja Studios to share their experiences and knowledge with university students.

The event was held as part of activities marking the 30th anniversary of the filming of Titanic at Baja Studios in Rosarito.

Creo MX had previously been held in Tijuana, Mexicali and Ensenada, reaching more than 2,000 micro, small and medium-sized businesses (MSMEs) across Baja California. The initiative aims to strengthen the skills of entrepreneurs and create conditions that support the creation and growth of businesses.

The event was supported by Baja California's Secretariat of Economy and Innovation (SEI), in partnership with the Mexican Center for Competitiveness (CCMX) and WORTEV.

Michelle Guerrero Jaimes, undersecretary of Economic Development, said that 90% of businesses in Mexico are micro, small and medium-sized enterprises, making them the country's main source of employment, while large corporations account for the remaining 10%.

She said the state's priority is to provide MSMEs with the tools they need to grow and become more established.

"Baja California has an entrepreneurial community with talent, creativity and pride in each of our municipalities," Guerrero said. "From the state government, we want entrepreneurs to have access to tools, guidance and business networks to transform their ideas into high-impact projects."

The event also featured a Mercadito Emprendedor, where participating entrepreneurs showcased their products and services to increase visibility for their brands and connect with potential customers and business partners.



Rosarito Rotary Club Donates to Casa Hogar Horizonte

The Rosarito Rotary Club made a financial donation to Casa Hogar Horizonte, a residential center in Plan Libertador that provides care for children without a home, fulfilling a commitment made as part of the Rosarito Wine Fest.

Casa Hogar Horizonte, which currently cares for 21 children between the ages of 5 and 15, is one of three causes supported by the Rosarito Rotary Club with funds raised through the

wine festival.

The donation will be used to help cover the center's operating and other needs as it continues providing care to vulnerable children.

The symbolic presentation of the donation took place on August 28 in a ceremony led by Rosarito Rotary Club President Brenda Ayala Arenas, along with members of the club's board.

Patricia Ramírez, director and legal representative of Casa Hogar Horizonte, accepted the donation and thanked the Rotary Club for supporting the organization for the third consecutive year.

"On July 11, we held the fourth edition of the Rosarito Wine Fest, and Casa Hogar Horizonte was one of the causes selected to receive support. Today, we want everyone who supported the festival to know that their contribution is reaching those who need it," Ayala Arenas said.



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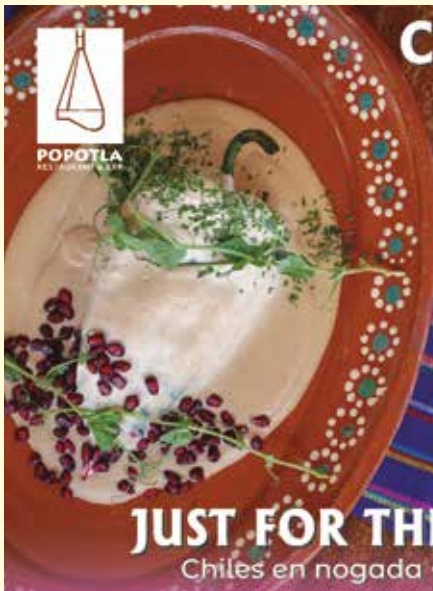
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Casa Hogar Horizonte Seeks Support to Care for More Children



Casa Hogar Horizonte, a residential care center in Plan Libertador, is currently home to 21 children between the ages of 5 and 15. Its director and legal representative, Patricia Ramírez, is calling on the community and local businesses to support the organization so it can expand its services.

The facility has the capacity to accommodate up to 50 children, but reaching that number would require additional

financial resources, Ramírez said.

She encouraged individuals and businesses to contribute in whatever way they can, either through financial donations or in-kind support.

Casa Hogar Horizonte is an authorized charitable organization in Mexico and can issue official receipts for donations, making it easier for individuals and businesses to contribute.

“The space is for 50 children, but right now we only have 21. To receive all 50,

we need more resources,” Ramírez said.

She also invited people interested in volunteering to contact the organization. Prospective volunteers are interviewed before they can begin supporting the center.

The children receive the services they need for their development, including food, housing and education at different levels, including university.

Most of the children are referred to Casa Hogar Horizonte through the state DIF agency. Others arrive directly and are referred to by the organization as “volunteers” because they need a home environment but do not come through DIF.

“These are children who don’t come through DIF but need a home because they don’t have parents, are struggling with drug use, or are living with grandparents who are unable to properly care for them,” Ramírez explained.

In addition to its regular activities during the school year, Casa Hogar Horizonte organizes programs such as a summer camp that brings together children from the community and those living at the center.

The four-day camp takes place at the facility and includes educational, recreational and extracurricular activities.

The 2026 summer camp concluded about a week ago with 80 children participating.

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“My Family Was My Motivation to Quit Drugs,” Villarreal Says



Amid ongoing questions about the effectiveness of rehabilitation centers, the story of a man who overcame an addiction to methamphetamine offers a message of hope to others struggling with substance use.

At 43, Villarreal has been drug-free for 12 years after completing a rehabilitation program at CRREAD El Campito.

He believes recovery is possible when a person is determined to stop

using drugs, but he also recognizes that rehabilitation requires more than a treatment program. For him, his family was the motivation that made the difference.

“I believe 50 percent is the rehabilitation center and the other 50 percent is the family. If a person has the will to quit but doesn’t have a family, it is very difficult to overcome addiction because when they leave the rehabilitation center, they have nowhere to go and they

return to the same situation,” he said.

Villarreal began using drugs at the age of 13.

At 21, he tried to quit on his own. He spent the next seven years struggling to avoid relapse, a period during which he married and had children.

His family became his main motivation to overcome a serious relapse as he approached the age of 30.

He went through several rehabilitation centers in other states in an effort

to overcome his addiction before eventually entering CRREAD El Campito.

After four months at the center, he made the decision to leave drugs behind for good, with his family serving as his main motivation.

He has remained drug-free for 12 years and says he no longer feels tempted to relapse. Today, he simply asks God to help him remain close to his family so he can continue on that path.

Rosarito Seafood Festival Celebrates the City’s Culinary Heritage and History

The 2026 Rosarito Seafood Festival brought together restaurants, seafood producers and culinary schools from across Baja California on Saturday, August 22, offering visitors a taste of the region’s rich culinary traditions in the gardens of the historic Rosarito Beach Hotel.

The festival featured a wide variety of seafood dishes and wines, attracting local, regional and international visitors who came to enjoy the annual gastronomic celebration.

Chefs showcased dishes prepared with fresh seafood sourced from the Pacific coast of Baja California and Baja California Sur, highlighting both traditional flavors and creative ap-

proaches to regional cuisine.

Among the featured dishes were lobster specialties from La Casa de la Langosta, the emblematic restaurant in Puerto Nuevo; Loreto-style clams topped with melted cheese; and sardine and abalone tamales from Kraken, a restaurant in the El Campito dining district in southern Primo Tapia.

Other offerings included Mexican-style stingray tostadas and yellow-tail tostadas prepared with spices and a variety of dressings by the gastronomy school of the Technological University of Tijuana.

Fishing cooperatives from San Quintín also participated, showcasing fresh, high-quality products from com-

munities including Campo Nuevo, Valle Tranquilo, Puerto San Carlos and El Socorro.

The opening ceremony was led by Baja California Tourism Undersecretary Martha Inés Domínguez Uscanga, Rosarito DIF President Aziel Espinoza Adame, CANIRAC President Octavio Machado Sánchez and Hotel Rosarito Board Chairman Hugo Antonio Torres Ramírez. They thanked participating restaurants, producers, sponsors and the public for supporting the event.

A FESTIVAL WITH DEEP ROOTS IN ROSARITO

During the ceremony, Torres Ramírez looked back at the origins of the festival, recalling that it began with his uncle, Manuel Barbachano, when the Hotel Rosarito was one of the few major attractions in the area.

According to Torres Ramírez, the event originally consisted of seafood cookouts on the beach, attracting large groups of visitors from the United States who traveled to Rosarito in caravans of what are now classic Chevrolet and Ford automobiles.

“It started with Don Manuel Barbachano, when there was practically nothing in Rosarito except the Hotel Rosarito,” Torres Ramírez recalled. “They initially organized seafood cookouts on the

beach, and large groups came from the United States in caravans. It was a Sunday summer outing to enjoy fresh seafood, lobster and fish. That is how the festival atmosphere began.”

From 1974 to 1989, his father, Hugo Eduardo Torres Chabert, organized the event for 15 years, before CANIRAC was established.

Following the creation of CANIRAC in 1989, the festival became part of Rosarito’s tourism events calendar, adopting new formats while continuing to receive support from Torres Chabert.

SUPPORTING THE COMMUNITY

The 2026 edition was held as a benefit for the Rosarito Municipal DIF system.

Part of the funds raised will go toward sensory classrooms and diagnostic services for children with neurological conditions.

The festival also recognized participants for their culinary creations in several categories, including Excellence in Presentation and Plating and Gastronomic Excellence in Fish and Seafood.

Another category highlighted Innovation in Sardines, encouraging participants to develop new ways of presenting and enjoying the seafood product while recognizing their creativity and culinary talent.

The festival once again brought together Rosarito’s culinary traditions, regional seafood producers and the city’s long history of welcoming visitors to the coast.



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Rosarito Seafood Festival Traces Its Roots to the Rosarito Beach Hotel

The origins of the event date back to the 1920s, when Barbachano began organizing seafood cookouts at the Rosarito Beach Hotel. The tradition grew during the 1930s as caravans of motorists from California began traveling to Rosarito to visit the hotel and enjoy fresh seafood.

"The origins of this event go back to the 1920s at the Rosarito Hotel, and it became stronger in the 1930s when Don Manuel Barbachano began organizing the first caravans of motorists coming from California to visit his hotel," Torres Ramírez recalled.

Barbachano also paved the first road connecting Tijuana and Rosarito as the caravans of visitors from California began arriving. He later expanded the road to Ensenada with the support of his friend, then-President of Mexico Abelardo L. Rodríguez.

By the 1930s, the Rosarito Beach Hotel restaurant had become known for its wide variety of seafood dishes.

Historical photographs displayed at the hotel's museum show the menu of the former Rosarito Beach Country Club Café in 1939. At the time, dishes were offered for as little as \$1 and included turtle soup, when its sale was still legal, grilled lobster, scallops, shrimp casserole, corvina and other fresh fish and seafood.

"Manuel Barbachano paved that road and completed it in 1936. Once that infrastructure was developed, the car-

avans began arriving in large numbers because people enjoyed coming here for hunting, fishing and horseback riding, but basically they were looking for different foods and fresh seafood," Torres Ramírez said.

During the 1940s and 1950s, the hotel continued developing and introducing new fish and seafood dishes.

From Hotel Tradition to Rosarito Festival

A new chapter began in 1974, when Hugo Eduardo Torres Chabert arrived at the Rosarito Beach Hotel and strengthened the promotion of local cuisine by creating a dedicated seafood festival.

"When my father Hugo Torres arrived at the Rosarito Hotel, he decided to start a new gastronomic program, and that is when he introduced the fish and seafood festival at the hotel," Torres Ramírez said.

He described the event at the time as more of a summer celebration, inviting Californians and others who enjoyed visiting Rosarito during the summer.

The festival reached its peak in the 1980s, coinciding with the growth of Rosarito's restaurant industry and the opening of new dining establishments.

In 1989, CANIRAC was established, and the organization took over the festival in subsequent years, allowing more restaurants to participate and expanding the city's culinary offerings.

Torres Ramírez said the festival continued through the 1990s. After a brief

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pause in the 2000s, it eventually returned and continued through the successful 2026 edition.

"The festival continued through the 1990s, and there was a brief pause with CANIRAC in the 2000s, but it eventually continued through this 2026 edition,

which was very successful," he said.

Today, the Rosarito Seafood Festival brings together the city's culinary tradition, regional seafood producers, restaurants and visitors, continuing a tradition that began at the Rosarito Beach Hotel nearly 100 years ago.



Rosarito Invites Local Artists to Join “Magic Routes of Color” Mural Project

Local artists with experience in mural painting are being invited to participate in “Magic Routes of Color,” a cultural initiative that will bring new murals to public spaces in Playas de Rosarito.

Through the Municipal Institute of Art and Culture (IMAC), the city is calling on artists who currently live in Rosarito and have experience creating murals to take part in the “Calderitas” project.

The initiative seeks to strengthen Rosarito’s cultural identity and preserve community history through art. Participating artists will be involved in gathering local stories and narratives, developing concepts, creating and approving designs, and ultimately painting murals in public spaces.

Mayor Rocío Adame Muñoz highlighted the importance of cultural projects that directly involve the community and help preserve its stories, traditions

and identity through art. The project is supported by paint and coatings company Comex.

“Art is also a way of preserving our memory, strengthening our identity and creating a greater sense of belonging,” Adame said.

A NEW LOOK THROUGH ART

“Calderitas,” part of the “Magic Routes of Color” program, is an initiative of Mexico’s Secretariat of Tourism aimed at improving the appearance of urban areas and beautifying public spaces in designated Magical Towns and tourist destinations.

The first stage of the Rosarito project, including the collection of local narratives, conceptual development, sketching and approval of proposals, will take place from September 14 to 27.

The mural painting phase is scheduled for October 1 through October 30, 2026.



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