



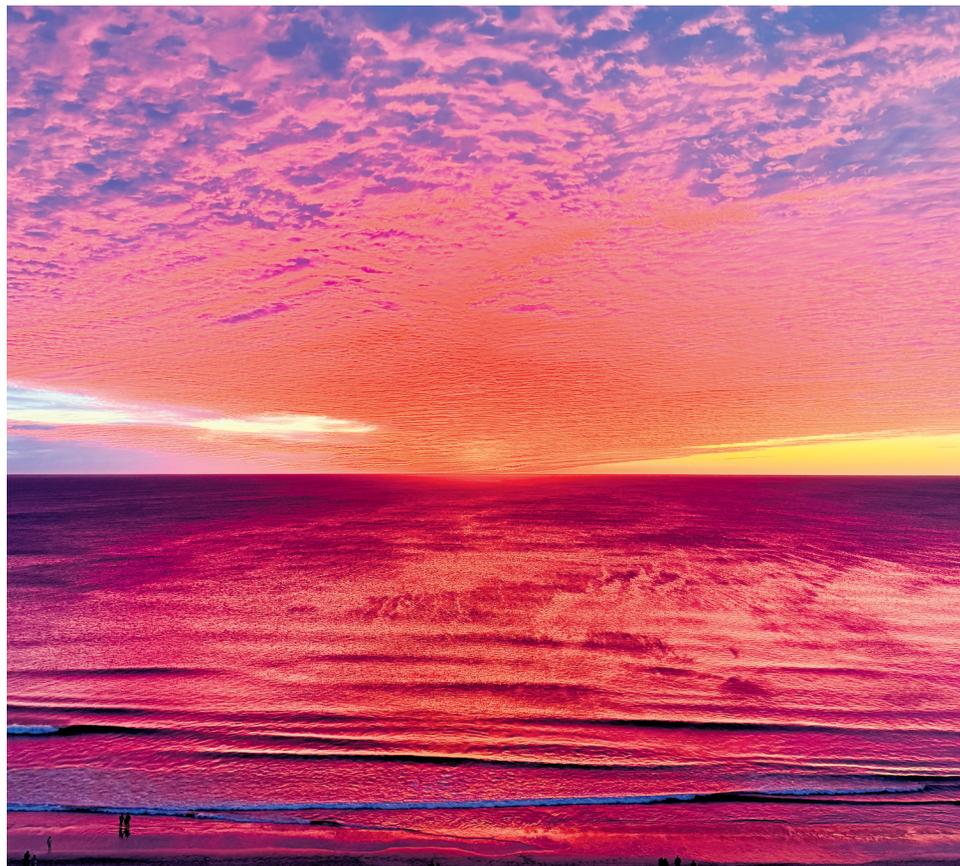
Rosarito welcomes 2026 under an unforgettable sky

In the final days of 2025, Rosarito became the setting for a striking and widely shared natural scene. On Monday, December 29—the last Monday of the year—an intense sunset over the Pacific Ocean unfolded across the horizon, drawing attention from different parts of the city as people paused to take in the shifting colors along the coastline.

From hillsides and neighborhoods to the shoreline itself, the sunset was visible throughout Rosarito, turning an ordinary evening into a collective experience. For many, it became a quiet moment of reflection—an unspoken marker between the closing chapter of 2025 and the arrival of a new year.

The city's close relationship with the ocean is deeply woven into daily life. Rosarito's beaches are not only a defining feature of its landscape, but also a space where routine, recreation, and community intersect. Scenes like this sunset highlight how the natural surroundings continue to shape the city's identity and the rhythm of life for those who live here, as well as for those who return time and again.

As 2026 begins, the memory of one of the most memorable sunsets of 2025 remains present. It serves as a reminder of Rosarito's unique character—a coastal city where the horizon is part of everyday life and where moments of



stillness offer perspective amid constant movement.

The transition into a new year often brings expectations, resolutions, and uncertainty. Against that backdrop, the image of the December sunset carries a quiet symbolism: the end of a day giv-

ing way to what comes next, framed by calm, color, and continuity.

Rosarito enters 2026 with its shoreline once again providing the backdrop for a shared moment—one that reflects both where the city has been and the possibilities that lie ahead.

Voluntariado Rosarito Makes a Big Impact at Municipal Animal Shelter



The civil society group Voluntariado Rosarito wrapped up its final dog-walking activities of 2025 with strong community participation and several initiatives supporting pets at the municipal animal shelter.

Over the course of the year, the group completed 23 biweekly dog walks, helping sheltered dogs socialize and better prepare for adoption into Rosarito homes. A major milestone came in December, when a record 19 pets found new families, thanks to close collaboration with the Animal Control team.

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Rosarito City Government and Mexican Tennis Federation Plan Four Professional Tournaments for 2026



Rosarito residents invited to become facilitators in DIF's 'School for Families' program



The Municipal DIF is inviting citizens to participate as facilitators in its "School for Families" program. A workshop to train new facilitators will begin this Monday, January 2, at the Municipal DIF offices.

The workshop is free, and the only requirements are commitment and a positive attitude, according to Sandra Rocío Jiménez, program coordinator. Interested participants may register by phone or by sending a message through the Municipal DIF Facebook page.

The School for Families Program in Playas de Rosarito is an integral strategy designed to strengthen family bonds, promote personal development, and prevent social issues through an educational and community-based approach. It brings together volunteer facilitators, schools, the community, and

families referred by official institutions. The program's training is systematic, reflective, and emotionally meaningful, encouraging shared responsibility between families and society. Beyond improving family dynamics, it seeks to foster a culture of peace, respect, and growth within the Rosarito community.

The goal is to prepare participants in each topic so that, in coordination with DIF, they can help deliver program content throughout the community. During the training, participants also take part in group therapy sessions. After completing the eight-month workshop, teams are formed alongside experienced facilitators.

This updated version of the workshop began in March 2025 at the request of DIF Board President Aziel Adame, with Sandra Rocío Jiménez appointed as coordinator. The first graduating class



completed the program last November. Those interested may call 661 612 60 82 or 661 612 60 77, extension 105.

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CESPT Strengthens Water Infrastructure in Playas de Rosarito

More than 1,600 residents benefit from new projects



In the second half of the year, the Tijuana State Public Services Commission (CESPT) is investing 11.4 million pesos through the Drinking Water and Treatment Program (Proagua) and its own funds to expand drinking water and sanitary sewer networks in five areas of Playas de Rosarito, according to CESPT General Director Jesús García Castro.

The projects will benefit residents in the following neighborhoods of the fifth municipality: Colinas del Sol 3rd Section, Mesa del Aguajito, Santa Anita del Mar, Leyes de Reforma, and Huahuatay, positively impacting a total of 1,610 users.

García Castro highlighted that one of the most significant projects is the installation of a sanitary sewer system in the Huahuatay neighborhood. This

project represents an investment of 5.1 million pesos and includes 491 linear meters of sewer piping, with completion expected by the end of the year.

In Colinas del Sol 3rd Section, a complementary drinking water network project is underway, involving the installation of 1,004 linear meters of water piping and 85 household connections, with an investment of 1.92 million pesos.

Meanwhile, in Santa Anita del Mar, work includes the installation of 945 linear meters of sanitary sewer line, the construction of 16 manholes, and the activation of 80 household sewer connections, for a total investment of 2.05 million pesos.

Finally, in the Leyes de Reforma neighborhood, CESPT is installing 60 linear meters of sanitary sewer line and 10 household connections, with an investment of 269,446 pesos.

These projects are part of CESPT's ongoing efforts to improve essential public services and strengthen water and sanitation infrastructure for the growing communities of Playas de Rosarito.

Baja California Tourism and private sector align agenda to strengthen Playas de Rosarito

As part of ongoing efforts to reactivate and strengthen tourism in Playas de Rosarito, a working meeting was held with Zaida Luz López Sánchez, Baja California's Secretary of Tourism, during which strategic actions were defined to diversify the destination's offerings and address current challenges facing the sector.

During the meeting, participants agreed to promote winter marketing campaigns aimed at the entire tourism value chain, expand the integration of tourism products, and strengthen key segments such as nature tourism, surfing, hiking, romance, and meetings and conventions. In this context, plans were discussed to standardize existing trails and create three new routes to further boost adventure tourism.

The need to move forward with a beach management and zoning program was also addressed, along with improving permitting processes for events held in federally regulated coastal areas, in order to avoid disruptions to established hotels and businesses.

In terms of cultural identity, proposals were made to incorporate areas such as Primo Tapia, Puerto Nuevo, and the downtown district into the Barrios Mágicos program.

On the promotional side, strategies were analyzed for road trip campaigns in Southern California, as well as outreach efforts with sister cities and Mexican federations abroad.

Another key topic was the use of Lodging Tax revenues, with a proposal to allocate 50 percent to tourism pro-

motion and 50 percent to infrastructure, in addition to creating a statistics department to strengthen data-driven decision-making based on economic indicators.

Finally, participants acknowledged challenges such as slow border crossings, U.S. immigration policies, and the

binational economic slowdown. The Secretary of Tourism reiterated her team's support in following up on the agreements through promotion campaigns, training, and certification programs, emphasizing the importance of coordinated efforts between government and the private sector.



Rosarito City Government and Mexican Tennis Federation Plan Four Professional Tournaments for 2026



By Juan Pablo Sebastián

The Mexican Tennis Federation (FMT) and the Rosarito City Government are planning to host four professional tennis tournaments in 2026 at the Punta Azul Tennis Center.

So far, the dates for two men's tournaments have been confirmed and included in the International Tennis Federation (ITF) calendar for the first half of the year. These events are scheduled for the first week of May 2026.

Although the women's tournaments have already been approved for the second half of the year, official dates

have not yet been finalized. Tentatively, they are planned for late October and early November 2026.

During a press conference, Carlos Ricardo González López de Lara, president of the Mexican Tennis Federation, announced that prize money will range between \$15,000 and \$25,000 per tournament.

At this time, participation by major international stars has not been confirmed. The expected field will primarily include players from the United States, Central America, and South America, although European participation has not been ruled out.

"We still don't know exactly who will be coming, because in tennis, entries usually close about 20 days before a tournament," González López de Lara explained. "We can't yet guarantee names, since schedules must be reviewed and participation negotiated. The countries we work most closely with are Brazil, Colombia, Venezuela, and Argentina. However, these tournaments are not limited to the Americas—we have previously hosted players from Russia, Spain, and Italy. Most competitors will likely come from the United States and Latin America, but athletes from other regions could also attend."

The tournaments are expected to position Rosarito as a venue for high-level sporting events, attract sports tourism, and generate economic activity that will support the city's tourism promotion efforts.

"Rosarito's proximity to the United States is a major advantage," González López de Lara said. "For us as a federation, promoting tennis is essential. Our role is not to organize major events—that responsibility belongs to promoters—but to encourage young people to see themselves playing tennis at a competitive level, not only recreationally. These tournaments help promote tennis statewide and give international visibility to certain regions."

He also acknowledged the coordination efforts with the Baja California Tennis Association, the Municipal Sports Institute, Mayor Rocío Adame Muñoz, and Councilwoman Mayra Karina Robles Aguirre, who served as the main liaison for the tournaments.

Mayor Rocío Adame Muñoz highlighted that events of this kind help position Playas de Rosarito on international sports platforms while generating significant economic benefits for the city.

"These tournaments not only project Playas de Rosarito on a global stage, but also strengthen our local economy, promote sports, and create real opportunities for our children and youth, who can one day see themselves competing at the professional level," the mayor said.

Color Guard and Marching Band from Secundaria 32 Win Multiple Awards

By Juan Pablo Sebastián

The color guard and marching band from Secundaria 32 earned multiple awards at the Copa Coyotes 2026, held recently in the city of Mexicali.

Under the instruction of Daniel García Porras—who also serves as an official with the Rosarito City Government's Department of Community Outreach and Liaison—the teams achieved top honors across several categories.

In the color guard competition, Secundaria 32 claimed both first and third place with two different teams. The Orión B color guard earned the championship title, while Orión 32 finished in third place.

In the marching band category, the Orión 32 band captured the overall championship, adding another major

victory for the school.

Individual awards were also presented to Secundaria 32 students:

First place, "Trio of Bugles" (middle school level): Daniel Porras Jr., Iván Pimentel, and Leonardo Lezama

Best Flag Bearer, middle school category: Paola Rojas

Champion, Command Bugle: Daniel Porras Jr.

Once again, Rosarito brought home the champions' cup. Instructor Daniel García Porras added another success to a career that began during the administration of Hugo Eduardo Torres Chabert, when he first earned national recognition in this type of civic competition.

It was during that administration that marching band and color guard activities received strong institutional sup-



port in Rosarito, with visits to elementary and middle schools focused on promoting civic values. That support led to significant results, including state and national championships.

Following these latest achievements,

García Porras congratulated the students for their dedication and effort. He also expressed his appreciation to Professor Matías Ruiz, whom he credits with helping launch the Secundaria 32 marching band project.

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...continues from front page

Voluntariado Rosarito Makes a Big Impact at Municipal Animal Shelter

The volunteers also brought color and light to the shelter's facilities in the Morelos neighborhood, with support from various local institutions and associations. One of the latest projects included coordinating a mural on the new kennels, painted by students of Master Amaya from ArtStudio. The artwork, designed to raise awareness about pet adoption, was accompanied

by live guitar music from the talented Esteban Peña.

This effort is one of several initiatives carried out by Huellitas Enjambre AC and Voluntariado Rosarito, all with the authorization and support of municipal authorities, reflecting the community's ongoing commitment to improving the lives of sheltered animals.



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Christmas posada strengthens Hotel Rosarito's family



In a warm atmosphere of togetherness and holiday spirit, employees of Hotel Rosarito gathered to celebrate their traditional Christmas posada. During the event, Board President Hugo Antonio Torres expressed his gratitude for the dedication and loyalty of the staff who bring this iconic landmark to life.

In his remarks, Torres emphasized that the hotel is a second home, built through the work of generations. He also fondly remembered his father, Don

Hugo Torres, inviting those present to honor his memory with a round of applause. He proudly shared that Hotel Rosarito was officially declared a Cultural Heritage Site of the State of Baja California in 2024, a recognition he stressed belongs to its people.

The celebration concluded with a call to remain united in the face of future challenges, along with a message of peace, gratitude, and best wishes for the families that make up the Hotel Rosarito community.



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Rosarito's Frida Ximena Shines at State Tennis Awards



FMT Honors Baja California's Rising Tennis Stars

By Juan Pablo Sebastián

The Playas de Rosarito Tennis Center hosted the 2025 Baja California State Tennis Awards, recognizing the most outstanding athletes from the national junior and youth circuit sanctioned by the Mexican Tennis Federation (FMT).

The ceremony was led by Carlos Ricardo González López, president of the Mexican Tennis Federation.

The standout athlete of the event was young tennis player Frida Ximena Mendoza Salazar, representing Playas de Rosarito, who delivered an exceptional performance in the 12-and-under category.

Mendoza Salazar captured the championship title at the Grade 4 tournament, confirming her strong competitive form. She later earned first place at the FMT and ITF Baja California State

Awards, solidifying her position as the top player in her category statewide.

This achievement highlights the continued growth of youth tennis in Rosarito and the strength of local player development programs, positioning Frida Ximena Mendoza Salazar as one of Baja California's most promising young tennis prospects as she advances toward upcoming national competitions.

The event also featured the 7th Grade 4 Tournament, adding another level of competitive excitement to the day.

In the boys' division, the following Rosarito athletes were also recognized:

Alexander Cilliers, third place in the 16-and-under category

Álvaro Jesús Rojas Bravo, third place in the 18-and-under category

All are currently part of professional development training programs at CART Rosarito.

Rosarito's Danel Grados Ramírez Joins Pumas U-17 Team

Soccer player Danel Grados Ramírez has officially joined Pumas' U-17 squad, where he will compete in the upcoming Sub-17 tournament.

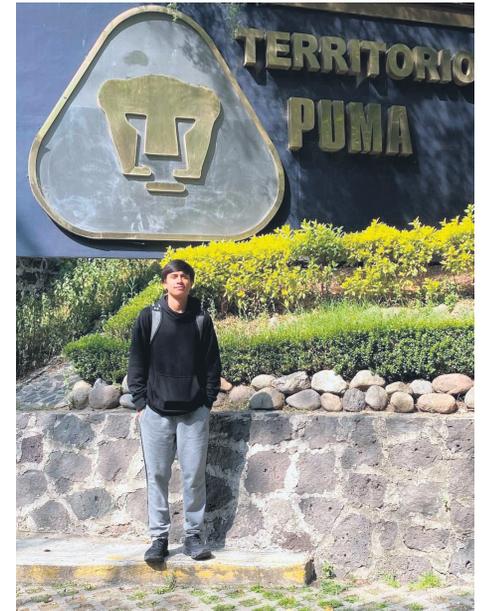
The young Rosarito native has demonstrated discipline and dedication from an early age, nurtured by the guidance and support of his parents. Over the past year, he played for Chacales de Rosarito in the 2009 category, reserves, and senior divisions, quickly standing out for his football skills.

In November, Grados represented Rosarito at the state championship for his age group. He plays as a defensive midfielder or forward and is known for his speed, strength, and technical skill. In front of goal, he is considered a constant scoring threat.

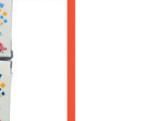
From the start of his career, Danel trained under coach William Torres, known as "Willy," who recognized his technique and talent. He also worked with coach Jairo Piceno, "El Tigre," during which he earned multiple team and individual championships, culminating in his call-up to Pumas' U-17

team.

Danel Grados Ramírez has shown that consistency, discipline, and strong support from parents and coaches can lead to significant achievements. He now looks forward to proudly representing Rosarito and Baja California at the national level.



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