

For Immediate Release

Cultura y Arte Nativa de las Américas Launches First-Ever Día de los Muertos at Yerba Buena Gardens: *Noche de Cempasúchil y Hierbabuena* in Partnership with Yerba Buena Gardens Festival

Inaugural Día de los Muertos event pays tribute to Eddie Palmieri, Latin jazz pioneer

San Francisco, CA — October 1, 2025 — Cultura y Arte Nativa de las Américas (CANA), in partnership with the Yerba Buena Gardens Festival, is proud to announce the inaugural **Día de los Muertos: *Noche de Cempasúchil y Hierbabuena*** (*Night of the Marigolds and Mint*), a free, family-friendly celebration taken place on Saturday, November 1, 2025, from 4–9 PM at [Yerba Buena Gardens](#) in SoMA, downtown San Francisco. **Full details are available at [canasf.org/dia-de-los-muertos](#).**

The **cempasúchil** (marigold), known as the *flower of the dead*, is believed to guide spirits back to the living with its vibrant color and fragrance, while **hierbabuena** (mint) has long been used for healing, culinary, spiritual cleansing, and renewal—making both plants powerful symbols for this evening of remembrance and celebration.

This vibrant cultural event will honor the beloved tradition of Día de los Muertos while celebrating the life and legacy of [Eddie Palmieri \(1936–2025\)](#), the Grammy-winning legendary Latin jazz pianist, composer, and bandleader of Puerto Rican ancestry. [Palmieri](#), who passed away on August 6, 2025, became a pioneer and leader of the Latin jazz and Afro-Caribbean scenes in New York City before taking his special brand of music around the world, founding iconic bands such as *La Perfecta*, *La Perfecta II*, and *Harlem River Drive*.

Palmieri had deep ties to San Francisco's cultural fabric, headlining **Carnaval San Francisco in 1986** and later performing at the [Yerba Buena Gardens Festival in 2015](#). This year's inaugural celebration will pay tribute to his remarkable contributions and enduring influence on music and community, with performances by the **Latin Jazz Youth Ensemble of San Francisco** and the **Bay Area Tumbao All Stars** led by musical virtuoso **Dr. John Calloway**.

“Eddie Palmieri was more than a musician, he was a cultural force whose music connected generations and communities across the Americas,” said Roberto Y. Hernandez, Chief Executive Officer of CANA. “We are honored to celebrate his legacy during this first-ever Día de los Muertos event at Yerba Buena Gardens.”

“Eddie Palmieri’s music electrified Yerba Buena Gardens when he performed with us in 2015, and his artistry has inspired generations,” said Linda Lucero, Executive/Artistic Director of Yerba Buena Gardens Festival. “We are honored to partner with CANA for this inaugural Día de los Muertos celebration and to uplift Palmieri’s extraordinary legacy in the heart of San Francisco.”

The evening will showcase a rich tapestry of performances and cultural expressions, including:

- **Live music and dance**, featuring Mariachi and Ballet Folklórico
- **Food vendors and a night market** with local flavors
- **Traditional altars (ofrendas)**, arts & crafts, and interactive community activities

Event Details

What: Día de los Muertos: *Noche de Cempasúchil y Hierbabuena*

When: Saturday, November 1, 2025

Time: 4–9 PM

Where: [Yerba Buena Gardens, San Francisco](#) (Mission St. between 3rd and 4th Streets)

Cost: Free and open to the public

More information: <https://canasf.org/dia-de-los-muertos/>

About Cultura y Arte Nativa de las Américas (CANA)

Cultura y Arte Nativa de las Américas' (CANA) objective is to educate the San Francisco Bay Area on the rich cultures and indigenous healing practices that exist in the Americas and the Caribbean, and to promote dialogue about their importance in our society. CANA is dedicated to celebrating and preserving the rich cultural traditions of the Americas through music, dance, and the arts. By creating accessible, community-based programming, such as **Carnaval San Francisco, Mission Food Hub, and the San Francisco Lowrider Council**—CANA fosters cultural pride, intergenerational connections, and cross-cultural understanding. For more information, please visit: www.canasf.org

About Yerba Buena Gardens Festival

Yerba Buena Gardens Festival presents world-class performing arts in downtown San Francisco, featuring music, theater, dance, poetry, and more—all free and open to the public. Committed to inclusivity and cultural diversity, the Festival is a vital platform for local, national, and international artists to connect with Bay Area communities. For more information, please visit:

www.ybgfestival.org/about

Acknowledgments

This event is made possible thanks to the generous support of The Svane Family Foundation.

Cultura y Arte Nativa de las Américas and **Yerba Buena Gardens Festival** also thank our community partners: **La Cocina, San Francisco Chamber of Commerce, Yelp Bay Area, BARTable, Carnaval San Francisco, and De Alba Communications** for their collaboration in bringing this inaugural celebration to life.

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