



austin vida

MARCH CULTURA GUIDE



"Selena y Los Dinos" documentary will have its Texas premiere at SXSW 2025. Photo courtesy of Q Productions, Inc.

SXSW PARA TI

South by Southwest, a celebration of all things film, music, TV, & more runs March 7-15. Visit [Austin Vida's social media channels](#) & [austinvida.com](#) for more fest coverage. Here's a few picks:

🦋 ["Selena y Los Dinos"](#) (March 12 & 15): This documentary film offers an intimate look at the life and legacy of Selena Quintanilla, showcasing never-before-seen footage, heartfelt photographs, interviews, and the dedication of her family and bandmates to keep her memory alive.

🦋 ["Uvalde Mom"](#) (March 10, 11, 14): Nearly three years later, this gripping documentary follows Angeli Rose Gomez, a mother who bravely rescued her sons during the Uvalde school shooting, exposing law enforcement failures and igniting a fight for justice in her community and throughout the nation.

🦋 Chilean American actor Pedro Pascal who will be on ["The Last of Us" Panel](#) on March 8 discussing the upcoming season of the hit show with his co-stars including Austin's own [Gabriel Luna](#) who is also a [St. Edward's University graduate](#).

🦋 We're also shining a light on música throughout the fest, including regional Mexican stars [Grupo Frontera](#) and [Iván Cornejo](#).

Check out the LatinATX showcase on March 14 by [EQ Austin](#) at Lefty's Brick Bar featuring artists such as neosoul art rock collective [Lluvii](#), indie Latin pop artist [Chicoselfie](#), and regional Mexican fusion artist [Adrián Activo](#). Show starts at 7 p.m.

EMPOWERING OUR CULTURA

🦋 Celebrate Latina excellence with The Latina Foundation and Austin Latinas Unidas at the [House of Chingonas](#) on March 7-8 at Mira Mira Venue. This two-day event features Latina-led brand activations, networking, and inspiring discussions, kicking off on International Women's Day weekend. This SXSW non-affiliated event is a powerful space to connect, celebrate, and uplift nuestra comunidad Latina.

🦋 On Sun., March 16, from noon to 4 p.m., head to St. Elmo Brewing Co. (8110 Springdale Road) for [Las Ofrendas presents: So Full of Love Pt. 2](#). This monthly gathering uplifts BIPOC, Latine, and LGBTQIA+ communities with workshops, a Frida Friday ATX marketplace, Drag Queen Lotería, music by DJ Diggy Dutch, and comida from Pueblo Viejo and Spicy Boys. A portion of sales will support local DACA and migrant grassroots efforts, so make sure to show up for our gente!



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MUST-SEE LIVE MÚSICA



Founder of Latinapalooza Patricia Vonne brings back the beloved free showcase to The Continental Club.
Photo by Mari G. Hernandez/For Austin Vida

March 13: Latinapalooza will take over The Continental Club from noon to 6 p.m. Enjoy a day of live música including performances by Shanik Hughes, Mariachi Las Coronelas, The Tiarras, Patricia Vonne, y más. This 21+ event has no cover charge, so grab your amiguis y enjoy the day!

March 15: Get your ticket for SouthAmericano Showcase Vol. 6 at Sahara Lounge (1413 Webberville Road) to celebrate the vibrant and innovative sounds of las Américas. Enjoy an afternoon filled with diverse Latin rhythms, featuring performances from musicians visiting for music week. This is a unique opportunity to experience the future of Latin music aquí en Austin. Tickets \$13.

March 16: Grab your botas and head over to Rodeo Austin to see a performance from five-time Grammy winning group La Mafia. Fairgrounds open at 10 a.m. so you have plenty of time to walk around before the rodeo show begins at 3 p.m. followed by the concert. Tickets \$30-\$175.

March 23: If you can't make it to La Mafia, or just really want to keep the rodeo vibes going, bounce back to Rodeo Austin for Regional Mexican band Los Pescadores Del Rio Conchos. Tickets \$30-\$175.

HEALING WITH LAUGHTER

Anjelah Johnson-Reyes brings her "The Family Reunion Tour" to ACL Live at The Moody Theater on Fri., March 28, and Sun., March 30 both at 7 p.m.

With six comedy specials under her belt and millions of views online, get ready for a night of risas sin parar from this comedian of Native American and Mexican descent. Tickets range from \$39.50-\$69.50 for each show.

VIVA CÉSAR CHÁVEZ



Altar in honor of César Chávez. Photo by René Rentería/For Austin Vida

The 24th Annual César Chávez ¡Sí Se Puede! March & Day of Action takes place on March 29 from 10 a.m. to 2 p.m.

Meet at the Terrazas Library César Chávez Memorial Sculpture (1105 E. César Chávez St.) and march to Pan Am Hillside (307 Chicon).

This community gathering honors César Chávez's legacy and encourages action for social justice. Come out to march, unite, and take part in the movement!