



austin vida

MARCH CULTURA GUIDE



"Los Lobos Native Sons" film will screen at SXSW. Photo courtesy of Piero F. Giunti

SXSW PARA TI

South by Southwest, a celebration of all things film, music, TV y más, runs March 12-18. [Visit Austin Vida's socials](#) and austinvida.com for more fest coverage. Here's a few picks:

✈️ "Los Lobos Native Sons" (March 15, 16, 18) An intimate documentary tracing the legendary East L.A. band's journey from neighborhood beginnings to global influence, highlighting their brotherhood and genre-blending sound that fuses rock, roots and Mexican traditions.

✈️ "Stages" (March 12, 14, 17) This road-trip drama follows struggling musician Ben Garza (played by local singer/songwriter David Ramirez!) on his journey through his first solo tour, rising fame, redefining success, and deciding whether to reinvent himself or let go of the past.

✈️ We're also spotlighting Latinidad at the fest with inspiring speakers including author and Latina leader Denise Soler Cox, who on March 14 will help us with "Breaking Cultural Codes that Keep Latino Leaders Silent."

✈️ Catch Regional Mexican stars Fuerza Regida headlining at Rolling Stone's Future of Music showcase on March 13 and Junior H headlining Billboard Presents: The Stage at SXSW on March 14.

See why live music shines in Austin all year with local estrellas including Andrea Daniela who blends everything from mariachi to hip-hop, Cumbia maestros Los Desechos y festival veterans and power sister trio The Tiarras.

VIVA LAS MUJERES

March is Women's History Month, a time to honor the leadership, creativity and resilience of mujeres shaping our comunidades. We also celebrate International Women's Day in March to uplift women across the globe.

✈️ Step into powerful comunidad at House of Chingonas 2026, The Latina Foundation's gathering centered on leadership, entrepreneurship y cultura! This free, public event runs 9 a.m.-5 p.m. Sat., March 14, at 41 Navasota St. Get ready para inspiring talks, mentorship, y space for Latinas y allies to connect and build together.

✈️ Celebrate International Women's Day at La Peña Gallery with "Echoes of Our Light," a powerful group exhibition honoring the women artists across generations. Join the opening reception from 6-8 p.m. Sat., March 14, for an evening of art, comunidad and more than 50 years of uplifting las voces de mujeres in Austin. The exhibit runs through April 4.



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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 11: Andrea Daniela debuts “Mariachi Mestiza y Mala Mujer” with a release party blending mariachi, cumbia, pop and hip-hop! Celebrate from 6:30–10 p.m. at The Cathedral. Enjoy special guests, visual art and behind-the-scenes footage from her Jalisco photoshoot. Tickets start at \$44.99.

March 12: Patricia Vonne’s 9th Annual Latinapalooza returns to The Continental Club! This 21+, free showcase highlights mujeres poderosas across genres. Catch performances noon–6 p.m., ending the day con la one-and-only Patricia Vonne herself.

March 14: Beitna and SouthAmericano unite Latin American, Southwest Asian and North African artistas for OUR HOUSE: Solidarity Sessions, centered on cross-cultural solidarity! Enjoy DJs, live bands and a vendor market from noon–7 p.m. at Sahara Lounge. \$12 at the door.

March 29: Guatemalan singer-songwriter Ricardo Arjona returns to Austin with his “Lo Que El Seco No Dijo” tour at 8 p.m. Sun., March 29, at Moody Center. This all-ages show brings Latin pop ballads and singalongs from one of the most beloved voces in Latin música. Tickets start at \$95.35.

TAMBOR FEST

Tambor Fest ATX brings the rhythms of Afro-Latin cultura to life with live salsa, bomba and bullerengue (Afro-Colombian y Panamanian música y dance style), celebrating traditions from Venezuela, Colombia, Panamá, Cuba and Puerto Rico.

Catch the fest from 1–6 p.m. Sun., March 8, at Regal Rooms (1204 Regal Row) featuring local bands, Latin food vendors and artisan markets for a full afternoon of música, cultura y comunidad!

VIVA CÉSAR CHÁVEZ



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

Honor the legacy of labor leaders César Chávez and Dolores Huerta at the familia-friendly 25th Annual Marcha de Justicia & Celebration on Sat., March 28. The community will gather at 9:15 a.m. at Terrazas Library (1105 E. Cesar Chavez St.) before marching to Oswaldo A.B. Cantu/Pan Am Neighborhood Park for a program from 10:45 a.m. to noon.

Bring your signs, banners, banderas, and get ready to join HABLA and fellow Austinites in lifting up justicia, comunidad and the enduring spirit of César Chávez!