

FOR IMMEDIATE RELEASE

## San Francisco Lowrider Council Names ‘Homies’ Creator David Gonzales Grand Marshal for World’s First Televised & Streamed Lowrider Parade

Featuring “King of the Streets” & Live Entertainment at 24th & Mission During National Hispanic-Latino Heritage Month

Saturday, September 20, 2025 | San Francisco’s Mission District



**SAN FRANCISCO, CA** — The San Francisco Lowrider Council (SF LRC), in partnership with the City of San Francisco, the Mission Merchants Association, and the Calle 24 Latino Cultural District, proudly presents the **LOWRIDER PARADE** and “**KING of the STREETS**” Hopping Competition, led by **Grand Marshal David Gonzales**. **Cartoonist and artist David Gonzales**, known as the Homie King, is the creator of the iconic *Homies* figurines depicting characters from the barrio.

This landmark **Cruise with a Purpose**, honoring resilience, roots, and Latino cultural pride, will take place on **Saturday, September 20, 2025**, in San Francisco’s Mission District. The parade will be **televised and streamed live on CBS** as part of the city’s official National Hispanic-Latino Heritage Month celebrations (Sept. 15 – Oct. 15, 2025). Lowriders from across the country — including women-led car clubs — will roll through Mission Street, accompanied by Fogo Na Roupa, LOCO BLOCO SF, Cuicacalli ballet folklórico, Asociacion Mayab, and Mixcoatl Aztec Danzantes.

### Grand Marshal David Gonzales

**David Gonzales** is a renowned artist and creator who has been drawing, designing apparel, and creating Chicano styled dolls and figurines for decades. During the festivities, the newly released Homie Lotería game will be available for purchase.

“It’s an honor to be the Grand Marshal of the Lowrider Parade this year. My artwork has always reflected our cultura, and has served as a window for the broader community to see and understand the color and passion of who we are. Much of what I depict in my art draws upon my experience in the lowriding community. To be able to participate in this year’s parade is a full-circle moment for me. I’m a local homie, born and raised across the bridge in Richmond. I’m honored to be once again cruising “The City,” and proudly representing our beautiful Bay Area,” said Gonzales.

### Live Entertainment & Stage Performances at 24th & Mission BART Plaza Featuring:

- **Angelica Zamudio aka Bliss the Bay Wolf**
- **Frankie Navarro, composer of the official Lowrider Parade anthem (*listen to snippet HERE*).**
- **Mariachi Femenil Orgullo Mexicano**
- **Mariachi Bonitas de Dinorah**
- **Tamborazo Los Incomparables**

## Local Business Participation

Local businesses will join the celebration with exclusive Lowrider-themed food and drinks. La Corneta will debut the first-ever “**Lowrider Taco**,” and La Reyna Bakery will unveil their “**Lowrider Pan Dulce**” — delicious tributes to creativity, culture, and community.

## EVENT SCHEDULE | Saturday, September 20, 2025

All events are free and open to the public.

**Lowrider Parade** — 1:00 – 3:00 PM: Mission Street (between Cesar Chavez & 17th Street)  
*Televised and streamed live on CBS*

**“King of the Streets” Hopping Competition** — 3:00 – 5:00 PM: 24th & Mission Street  
*Televised and streamed live on CBS*

**Lowrider Car Show** — 2:00 – 8:00 PM: Mission Street (between Cesar Chavez & 18th Street)  
*Featuring over 300 Lowriders on display*

**The Thrill of the Hop & the Crown of a King:** Explore the exciting Hopping Competition, which will showcase the latest hydraulic parts enhancing lowrider mechanics. Witness the crowning of the King of the Street Champion winners in various categories who will cruise home with **\$10,000 in cash prize**.

In addition, event producers SF LRC and Cultura y Arte Nativa de Las Américas (CANANA) have launched an **Immigrant Emergency Relief Fund** to provide immediate financial support for immigrant families impacted by recent ICE raids. Donations can be made at:

<https://givebutter.com/ImmigrantReliefFundSF>

## A Movement Born from Resistance

Founded in 1981 by **Roberto Y. Hernández**, the **San Francisco Lowrider Council** was created to resist the racial profiling of young Latino men by the San Francisco Police Department (SFPD), which had banned cruising on Mission Street. Hernández, who was arrested 113 times and brutally beaten under then-Mayor Dianne Feinstein’s administration, led a successful Federal Civil Rights lawsuit against the City of San Francisco, Mayor Feinstein, and the SFPD. **For more information, please read [HERE](#).**

“This parade isn’t just about Lowriders — it’s about our right to exist, to resist, and to celebrate our cultura in the streets where we were once criminalized,” said Hernández. “We’re still here. And now, the world will see us, live and proud, on television.”

## Cultural Icons & Civic Pride | About the San Francisco Lowrider Council

Founded in 1981, SF LRC unites Lowrider clubs and solo riders to preserve and promote the rich artistry of Lowriding. The council has been featured in films, documentaries, music videos, and celebrated at iconic Bay Area events, including championship parades for the Golden State Warriors, San Francisco Giants, and San Francisco 49ers. For more information, please visit: [SanFranciscoLowriderCouncil.com](http://SanFranciscoLowriderCouncil.com) and follow us on [Facebook](#) and [Instagram](#).

**Media Assets:**

Photos: [Download visuals](#) – *Photo credit: Tyrone Malow Diaz*

2025 SF Lowrider Council Poster: [Download Image](#) – *Credit Artist: Tyrone Malow Diaz*

Grand Marshal, David Gonzales: [Download Image](#) - *Credit Artist: Tyrone Malow Diaz*

Video Footage: [King of the Streets](#) – *Credit: Beto Lopez, Moon Cricket Films*

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