



**MEDIA ALERT MEDIA ALERT MEDIA ALERT MEDIA ALERT**

## **MISSION SAN JUAN CAPISTRANO ENGAGES MCCUE COMMUNICATIONS**

**SAN JUAN CAPISTRANO, Calif. (November 28, 2017)**---The Mission San Juan Capistrano, known as the “Birthplace of Orange County”, has retained the support of public relations firm [McCue Communications](#) to help the 241-year-old California cultural landmark communicate its stories of Education, Inspiration, Preservation, Celebration and Tradition.

Journalists are invited to contact Sienna Spencer-Markles at [sienna@mccuecommunications.com](mailto:sienna@mccuecommunications.com) or Michelle McCue at [michelle@mccuecommunications.com](mailto:michelle@mccuecommunications.com) for story ideas or information, images or requests to tour the Mission.

### **ABOUT MISSION SAN JUAN CAPISTRANO**

Located in San Juan Capistrano’s Historic Downtown just four miles from the stunning coastal cliffs of Dana Point, Mission San Juan Capistrano is a remarkable historic landmark and museum that is unique both in its picturesque beauty and its role in connecting visitors with California’s cultural past, present and future. The Mission’s stunning grounds and impressive architecture are a compelling setting in which visitors can learn about the region’s cultural roots, take inspiration from its spiritual significance, engage with local traditions, or explore both permanent and traveling exhibits of original artifacts that bring its history into the present.

Founded on November 1, 1776 by Padre Junípero Serra, who was canonized as a saint in 2015, Mission San Juan Capistrano is known as the “Jewel of the Missions” because of its Great Stone Church, which was completed in 1806 after nine years of construction and was considered an architectural gem that no other church compared with in size or beauty on the West Coast of California. The seventh of nine missions founded by Serra (of a total 21 California missions established by Spain), it is Orange County’s only mission and is considered the birthplace of the region.

**Where:** 26801 Ortega Highway, San Juan Capistrano, CA 92675

**When:** Open Daily 8:30 a.m. to 5:00 p.m. Closed Thanksgiving, Christmas, and Good Friday afternoon.

**Admission:** \$9 adults; \$8 seniors (60 years or over); \$6 children (ages 4 to 11); and children ages 3 and under are admitted free. Free audio guide with senior and adult admission.

**More info:** Call (949) 234-1300 or visit [www.missionsjc.com](http://www.missionsjc.com)

### **Signature Events**

- **Saint Joseph’s Day and Return of the Swallows Celebration** - This world renowned

celebration happens every March, marking the return of the famous swallows to Capistrano and the coming of spring, a time of renewal and rebirth. Monday, March 19, 2018 from 10:00 a.m. - 4:00 p.m.

- **Annual Battle of Mariachis Festival** - A friendly competition of young, mariachi musicians celebrating talent, interpretation and inspiration within one festival, presented by the generous support of the Thomas J. and Erma Jean Tracy Family Foundation. Typically hosted every May. Saturday, May 12, 2018 · 11:00 a.m. - 4:00 p.m.
- **Music Under the Stars** - Summer concert series of evening concerts beginning in June continuing on altering weekends through August. Concerts feature live top-notch tribute bands, picnic dining and dancing in the Central Courtyard of the beautiful historic Mission. Concert gates open at 5:30 p.m.; Music begins at 6:30 p.m. and ends at 9:30 p.m. Saturdays · June 23, July 7 & 21, August 4 & 18, 2018
- **Romance of the Mission Benefit Gala** - Voted One of Orange County's Best Fetés, this black-tie gala is one of the most magical, romantic events of the year. Beginning with a reception in the Mission's spectacular front gardens, guests are then treated to a concert in the Ruins of the Great Stone Church and a four-course plated dinner. Proceeds benefit the preservation of the Mission. Friday, September 14, 2018 · 6:00 p.m. - 10:00 p.m.
- **Christmas at the Mission** - Guests are invited to celebrate the holidays with the Mission. This special evening at the Mission is held in conjunction with the City of San Juan Capistrano's Annual Lighting Ceremony features music, food, snow and activities for families. Saturday, December 2, 2017 · 5:30 p.m. - 8:00 p.m.

### Stories Ideas

- **Family Travel** - For families enjoying a road trip through Southern California or a stay in beautiful Orange County, Mission San Juan Capistrano is a "must see" landmark where kids can get hands-on with made-for-kids educational exhibits; grown-ups can tour or meander the stunning grounds, architecture and artifacts; and the whole family can enjoy a picnic near the Koi Ponds or grab lunch at one of the many restaurants in the Los Rios Historic District, a charming walkable downtown just outside the Mission's gates. It's a place where visitors aged 8 to 80 can connect with California's cultural roots and engage with the stories of the Hispanic and Native American peoples who once lived there.
- **Hearts for the Arts** - Art-lovers will find a treasure trove of centuries-old restored paintings and preserved works on exhibit at the Mission San Juan Capistrano. The Mission showcases historic and religious artifacts and is proud to offer an interpretive room dedicated to Native American art. The Mission's permanent museum collection includes paintings ranging in date from the 18th to the 20th centuries. The paintings narrate the history of California and its mission system. Many exhibits featuring historic artifacts from the Mission's past have not been seen in decades. The collection includes precious and rare paintings, religious artifacts, and documents related to the Mission's history, dating back as early as the 1700s. Current exhibits include: The Legacy of Saint Serra; Mission Treasures: Historical Collection Revealed; Native American Interpretive Room; Plein Air Reproductions Exhibit and the Spanish Colonial Art room.

- **California History Buffs** - Travelers with an interest in California history should add Mission San Juan Capistrano to their bucket lists. Serra Chapel, built in 1782, is the oldest building still in use in California and the only surviving church where Father Junípero Serra--widely considered one of California's "founding fathers"---held Mass. Serra Chapel houses memories from generations past, present, and future. Likewise, the Mission anchors the Historic Downtown Mission District and nearby Los Rios District, which is the oldest neighborhood in California. Visitors can explore adobe homes dating to the late 1700s by taking the Montanez Adobe & Historical Walking Tour; they can also see the charming historic train depot and enjoy dining and shopping in the family-owned businesses that now occupy the historic buildings.
- **Nature Lovers** - Visitors can engage in outdoor activities that honor unique customs and stories associated with the Mission, such as the arrival of cliff swallows to the Mission every spring from 6,000 miles away in Goya, Argentina. Nature lovers and families alike can enjoy searching under the eaves of the Mission for their signature gourd-shaped nests, which are composed of between 900 and 1,400 mud pellets and lined with grasses and feathers. The tale of the Swallows of Capistrano has brought both global renown and beloved traditions to the Mission of San Juan Capistrano. Visitors can also learn about the native plants and flowers by taking the Mission's garden tours every Wednesday, free of charge.
- **Spiritual Seekers** - Those seeking spiritual well-being will find the Mission a welcoming place for visitors of all beliefs. Visitors are invited to stop by Serra Chapel, light a candle, say a prayer and even attend Mass where the Eucharist is celebrated daily. As California's only chapel still standing where Saint Serra held Mass, it is the state's most historically significant church. This religious landmark is not only cherished by millions of Catholic visitors but visitors of all faith traditions from the world over who connect a visit to the Mission with peace, serenity and healing.
- **Holidays at the Mission** - Holidays are a special time of year at the Mission for families, friends and visiting groups wanting to experience a special Christmas celebration. The beloved annual Christmas at the Mission event takes place on December 2 and December 3 Snow Day from 5:30-8:30pm in conjunction with the City of San Juan Capistrano's annual Tree Lighting Ceremony and community-wide holiday celebration. This festive event includes real snow sledding and play area, Dickens carolers, children's choirs, "Merry-achi" music, chamber orchestra, photos with Father Christmas, nativity scene in the Great Stone Church, cookie decorating for kids along with tamales, chili, sweets, spiced cider and hot cocoa; plus handcrafted gifts and more at the Mission Store.

### **About McCue Communications**

McCue Communications was founded in 2008 with the goal of erasing boundaries between traditional public relations and digital communications to provide "next generation" brand storytelling services to clients in the tourism, wine and hospitality sectors. The agency maintains four offices in California and New York and serves clients throughout the U.S. and abroad. For more information, call (213) 985-1011 or visit [www.McCueMC.com](http://www.McCueMC.com).

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