CITY OF MALIBU
Official Press Release

March 3, 2026

25th Annual Chumash Day Powwow and Intertribal Gathering
Malibu Celebrates Native American History on March 28 and 29

(Malibu, CA) – March 3, 2026 – The City of Malibu will host the 25th Annual Chumash Day Powwow and Intertribal Gathering at Malibu Bluffs Park (24250 Pacific Coast Highway) on Saturday, March 28, and Sunday, March 29. The community is encouraged to attend this vibrant cultural celebration honoring Malibu's original residents, the Chumash Native Americans. The name "Malibu" is derived from the Chumash "Humaliwo," which means "Where the surf sounds loudly."

"The Annual Chumash Day Powwow and Intertribal Gathering is an opportunity for the City of Malibu to honor the original people of this land and to welcome Chumash tribal members from across the country for a weekend of celebration and contemplation," said Mayor Bruce Silverstein. The Mayor added, "It is one of the highlights of the year in Malibu, and we hope that current members of our community will come out and meet the original members of the community in the spirit of peace and common appreciation for this coastal village that still retains its rural character on the border of one of the largest metropolitan areas in the country."

Continuing a generations-long tradition of Powwows in California, members from tribes across the western and southwestern United States will gather at Malibu Bluffs Park to sing, dance, socialize, and heal. The event will begin with an invocation and prayer led by Chumash elder Beverly Folkes. Native American Head Staff include: Vic Chavez, Arena Director; Randy Pico, Master of Ceremonies; Kale Flores, Head Man; Maxine Orozco, Head Woman; Kenny Gonzales, Head Young Man; and Aurelia Hale, Head Young Woman. Northern Drums, Bear Springs Singers and Southern Drums, Hale and Company, will accompany the dancers.

The Powwow will feature Native American tribal ceremonies, dances, and special guest performances. Twenty Native American artisan vendors will have merchandise for sale including: jewelry, flutes, moccasins, beading accessories, leatherworks, pottery, dream catchers, and more. Food will be available for purchase from Bison Burger, Drizzle, LA Donut, Salt 'N Pepper, Tropic Truck, and Westside Banh Mi.

This family-friendly cultural festival is free and open for all to attend. Event hours are 10:00 AM to 6:00 PM with a Grand Entry at 12:00 PM. The Grand Entry is the ceremonial entrance that marks the start of a powwow, featuring flag bearers, veterans, and dancers in traditional regalia entering the arena in a specific, sacred order, honoring tribal traditions, veterans, and culture. Spectators are expected to stand, remove hats, and refrain from photography.

Complimentary general and ADA parking is available at the Ioki Lot (23575 Stuart Ranch Road) and Malibu City Hall (23825 Stuart Ranch Road) with free shuttle rides available to Malibu Bluffs Park and back. There is no on-site parking at Malibu Bluffs Park.

For more information, contact the Community Services Department at 310- 317-1364 or visit www.MalibuCity.org/ChumashDay.

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