



**International Sonoran Desert Alliance**  
P.O. Box 687  
400 W. Vananda Avenue  
Ajo, AZ 85321  
520-387-6823

### **PRESS RELEASE**

**EVENT: International Day of Peace Celebration**

**TIME: Parade begins promptly at 5:15 and celebration follows**

**WHERE: Originates at Ajo Unified School District, 111 Well Rd., Ajo, AZ and ends at the historic town plaza.**

**CONTACT: Mimi Phillips**

**Program Director**

**Phone: 520-387-3570**

**Email: [mimi@isdanet.org](mailto:mimi@isdanet.org)**

This year, the International Sonoran Desert Alliance is holding its 4<sup>th</sup> annual International Day of Peace celebration in Ajo, AZ. In 1981, the United Nations General Assembly passed resolution 36/67 declaring an International Day of Peace and in 2001 they declared September 21 of each year the official date for international celebration and observation.

In Ajo, located about 40 miles from the Mexican border and next door to the Tohono O'odham Nation, political and religious motivations don't drive the focus. Instead, Ajo has chosen to bring their three cultures together in a fun, celebratory way that highlights respect.....for individuals, families, the community, the environment and the world at large. Along with their neighbors in Sonoyta, Mexico and the Tohono O'odham Nation they have made large dove parade puppets with 15 ft. wing spans, dove and raven headdresses, giant Sonoran Desert critter parade puppets, peace poles and peace flags .....and at 5:15 following an After School Peace Festival held for their youth on the local school campus, they begin a grand parade from the school campus to the Plaza! The Sonoyta, Mexico High School band will lead it. Once in the Plaza, the community celebration begins. The crowd is welcomed in all 3 of Ajo's community languages (O'odham, Spanish, English), there is a moment for introspective personal reflection on peace as the historic Curley School bells toll and then 2 Ballet Folklorico groups and the Tohono O'odham dancers give colorful, meaningful performances to the delight of the community and all its guests from both sides of the border.

**NOTE:** The International Sonoran Desert Alliance is the organization that purchased, and has recently completed the historic renovation of the 7 acre Curley School campus into live/work space for 30 artists, artisans and creative craft based business owners which has been recognized throughout the country as an outstanding rural economic development venture.