

FOR IMMEDIATE RELEASE

53rd Annual San Diego Serbian Festival Returns Saturday, October 10, 2026

San Diego's beloved celebration of Serbian culture features authentic food, live music, traditional folklore dancing, and tours of one of North America's most remarkable mosaic churches.

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Press Kit: https://sdserbianfestival.com/?page_id=102

SAN DIEGO, CA – September 2026 – The 53rd Annual San Diego Serbian Festival will be held on Saturday, October 10, 2026, at the Saint George Serbian Orthodox Church compound, welcoming the community to experience the sights, sounds, flavors, faith, and traditions of Serbian culture.

For more than half a century, the San Diego Serbian Festival has become a beloved Southern California tradition, drawing visitors from throughout San Diego County, Southern California, and beyond for a full day of authentic Serbian food, live music, traditional folk dancing, cultural activities, and tours of the historic St. George Serbian Orthodox Church.

Event Details

- **What:** 53rd Annual San Diego Serbian Festival
- **When:** Saturday, October 10, 2026 | 12:00 p.m. – 11:00 p.m.
- **Where:** Saint George Serbian Orthodox Church compound, 3025 Denver Street, San Diego, CA 92117 (near I-5 and Clairemont Drive)
- **Admission:** \$5.00 General Admission. FREE admission for children 12 and under, Active Military, and First Responders
- **Information:** www.sdserbianfestival.com

A Celebration of Serbian Culture & Tradition

The family-friendly festival will feature live entertainment throughout the day celebrating Serbia's centuries-old traditions and the Serbian-American community's cultural heritage.

Traditional Serbian folklore dance ensembles, dressed in colorful regional costumes, will perform **Kolo**, the traditional Serbian circle dance. Performances will include St. George's **Morava folklore group**, along with visiting Serbian dance ensembles from throughout Southern California.

Live Serbian and Balkan music will fill the festival grounds throughout the day, bringing together generations through music, dancing, and celebration.

“The San Diego Serbian Festival is more than a celebration—it is an invitation to experience our culture, faith, food, and hospitality,” said **V. Rev. Bratso Krsic**, parish priest of St. George Serbian Orthodox Church. “We welcome everyone to join us and discover the richness of Serbian heritage and Orthodox Christianity.”

Authentic Serbian Food & Drink

Food is always one of the centerpieces of the San Diego Serbian Festival, with volunteers preparing a wide variety of traditional Serbian specialties.

Festival-goers can enjoy favorites including **roasted lamb and pork, ćevapčići (grilled minced-meat sausages), sarma (stuffed cabbage rolls), burek (meat or cheese pastry), gibanica, pita, palačinke (Serbian crepes), baklava**, Serbian coffee, and an extensive selection of homemade pastries and desserts.

Vegetarian selections will also be available.

Guests 21 and older can enjoy Serbian and European-style beer, wine, and **šljivovica**, Serbia’s traditional plum brandy.

Folklore, Music & Mosaic Church Tours

One of the festival’s most unique attractions is the opportunity to tour **St. George Serbian Orthodox Church** and experience its extraordinary interior.

Visitors will be guided through the sanctuary and learn about Orthodox Christianity, Serbian religious traditions, and the church’s breathtaking Venetian glass mosaics, which cover virtually the entire interior of the church.

The intricate mosaics depict biblical stories, saints, and religious imagery in the centuries-old Byzantine tradition, creating a visual and spiritual experience rarely found in North America.

Church tours will be offered throughout the afternoon and evening. A Vespers service will also provide visitors an opportunity to experience an Orthodox Christian worship tradition.

A Living Piece of San Diego History

Located in San Diego’s Bay Park neighborhood, **St. George Serbian Orthodox Church** has served generations of Serbian-American families and remains an important religious, cultural, and architectural landmark.

The San Diego Serbian Festival was established more than five decades ago to share, celebrate, and preserve Serbian culture while introducing the greater San Diego community to Serbian food, music, dance, faith, and hospitality.

Today, the festival continues that mission by bringing together people of all backgrounds for a day of food, entertainment, culture, education, and friendship.

Media Opportunities

Representatives of the San Diego Serbian Festival—including **Serbian folklore dancers, Orthodox clergy, festival organizers, and culinary representatives**—are available for television, radio, print, podcast, and online media interviews.

Opportunities are also available for **in-studio appearances, cooking demonstrations, cultural segments, folklore performances, and advance festival coverage.**

Members of the media interested in scheduling an interview, appearance, or festival preview are encouraged to contact:

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About the San Diego Serbian Festival

Celebrating its **53rd year**, the San Diego Serbian Festival is a cornerstone cultural event for Southern California's Serbian-American community. Through traditional Serbian cuisine, folklore dancing, live music, cultural exhibits, and tours of St. George Serbian Orthodox Church, the festival provides visitors of all ages with an opportunity to experience the rich heritage and hospitality of Serbia.

The festival welcomes thousands of visitors and proudly contributes to the cultural diversity that makes San Diego one of America's most vibrant communities.

For additional information, visit <https://sdserbianfestival.com/>

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