

San Juan Capistrano Fiesta Association



**August 21, 2009**

**Contact: Barbara Kimler  
949.215.0417  
bkimler@cox.net**

## **Fiesta Association Dedicates 2010 Swallows' Day Parade to Memory of Richard O'Neill**

**San Juan Capistrano, Calif.** –The San Juan Capistrano Fiesta Association announced this month that the Swallow's Day Parade will be dedicated to the late Richard O'Neill. The parade will be held on March 20, 2010 and O'Neill's sister Alice O'Neill Avery is expected to represent the family as a parade participant.

Fiesta Association Board President Rita Propersi said, "The Fiesta Association is extremely pleased to be in a situation to honor the memory of Richard O'Neill who was such a special individual to San Juan Capistrano."

A sixth generation Californian, Richard J. O'Neill was a prominent rancher, restaurateur, political activist, and community leader. As Chairman of the Board of Rancho Mission Viejo, the largest family-owned landholding in Orange County, O'Neill joined with his sister, Alice O'Neill Avery, and nephew, Anthony R. Moiso, to help transform the landscape of South Orange County. Over the past 50 years, the family has preserved thousands of acres of their Ranch as open space, developed several award-winning communities, and provided land for schools, parks, libraries, roads, medical centers, employment areas, places of worship, and more. Locally, O'Neill owned with partners San Juan Capistrano's historic El Adobe restaurant, Los Swallows Inn, and Mission Promenade. Since the Swallows' Day Parade's beginning, O'Neill was a steadfast supporter, participating with his family and El Viaje de Portolá (aka The Portolá Riders). O'Neill passed away on April 4, 2009 at the age of 85.

For more information about Fiesta de las Golondrinas events, call 949.493.1976 or visit [www.swallowsparade.org](http://www.swallowsparade.org).

The San Juan Capistrano Fiesta Association is an all-volunteer organization that manages and produces the annual Swallows' Day Parade and other Fiesta de las Golondrinas events throughout the year. A nonprofit, nonpolitical organization, the Fiesta Association is led by a board of directors and is entirely self-funded through donations and various fundraising activities.

###