

Who is Saint Juan Diego?

Saint Juan Diego Cuauhtlatoatzin was the first Catholic saint indigenous to the Americas and is known for being visited by Our Lady of Guadalupe at Tepeyac Hill (the miracle of the tilma).

On December 9, 1531, Our Lady appeared to him at Tepeyac on his way to catechism. She told him to build a shrine with the permission of the head of the Church in Mexico, Bishop Juan de Zumárraga.

The bishop asked Juan Diego for a sign from Our Lady to prove it was her. After avoiding Our Lady to visit his dying uncle (whom Our Lady healed), Juan Diego later returned to Tepeyac. The Blessed Virgin told him to pick up flowers from the top of the hill and to put them in his tilma (cloak) to show the bishop. On December 12, when Juan Diego opened his tilma for the bishop, the flowers fell, and a beautiful image of Our Lady of Guadalupe appeared on the tilma.

The appearance of Our Lady led to the mass conversion of millions of indigenous people to the Catholic Faith. Since then, the miraculous tilma has been preserved in the basilica in Mexico City. Her message and her image have been celebrated, venerated, studied, and passed on throughout the world. Juan Diego was canonized in 2002.

Adapted from

The Woman Who Changed the Face of a Hemisphere
Eduardo Chávez, Ph.D.

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Imitating
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Imitating Saint Juan Diego

The Imitating Saint Juan Diego program promotes devotion to Saint Juan Diego and Our Lady of Guadalupe by offering parishes and families information on their lives and opportunities for prayer and acts of popular piety.

Using the power of evangelization, councils and their parishes can spread the religious and cultural significance of St. Juan Diego – the common man and saint – and the message of Our Lady of Guadalupe.



“Am I not here, I who have the honor to be your mother? Are you not in my shadow and under my protection? Am I not the source of your joy? Are you not in the hollow of my mantle, in the crossing of my arms? Do you need anything more?”

- Our Lady of Guadalupe to Saint Juan Diego from the *Nican Mopohua*

Spreading Our Lady's Message

Invite families to gather to celebrate Saint Juan Diego and Our Lady of Guadalupe at your parish. Consider the following options:

- Coordinate a traveling image of Our Lady of Guadalupe. The image can be hosted at a family's house for a week or two before being passed on to the next family. When the family is hosting the image, they can pray around it together. When transferring the image from one family to another, both families can share a meal and pray together.
- Conduct a prayer service in honor of St. Juan Diego or Our Lady of Guadalupe and ask for their intercession. This could be a votive Mass, or a Holy Hour followed by a meal together.
- Plan a full day or a half day retreat focused on living life according to St. Juan Diego's example or the message of Our Lady of Guadalupe.

Contact your local Knights of Columbus council for resources and more information.

Suggested Dates to Host Your Event

The suggested timeframe for this program is early December, coinciding with St. Juan Diego's feast day on December 9 and Our Lady of Guadalupe's feast day on December 12.



Scan the QR code to learn more about Our Lady of Guadalupe.

