



NEWS RELEASE

March 4, 2014

Dia de los Muertos Committee Wins “Champion of the Community” Award

On Friday, February 7, Santa Maria-Bonita School District Representative, Gloria Nuno, and Univision’s Rocio Favela, accepted the Champion of the Community Award on behalf of the Dia de los Muertos committee.

The festival is a full day of fun with altars set up to honor past loved ones, arts and crafts, children’s activities, and entertainment throughout the day. The 2013 Dia de los Muertos Festival committee and attendance has grown significantly since the event’s inception in 2011. For the 2013 festival, the original collaboration of four partners grew to nine and now includes the City of Santa Maria Recreation and Parks Department, PLAY Inc., Santa Maria Bonita-School District (ASES and Thrive programs), LULAC, Univision Television, Que Pasa newspaper, Santa Barbara County Food Bank, the All-America City Committee, and Un Nuevo Amanecer.

El Dia de los Muertos” is a ritual that goes back thousands of years, primarily started by the Aztecs, who celebrated the lives of past loved ones in remembrance and commemoration. During this event, elaborate altars are displayed using a variety of colorful decorations, including items that hold special significance to those being honored.

“The committee’s vision is to develop the festival into a regional event that not only celebrates the tradition, but also attracts visitors from outside the City. With the interest and support they provide, it is very doable,” stated Teresa Reyburn, Recreation Services Manager with the Recreation and Parks Department.

Questions may be directed to the Recreation and Parks Department, 925-0951 ext. 260.

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