



### NEWS RELEASE

October 4, 2013

#### **Cultural Festival in Dia de Los Muertos (Day of the Dead) Fashion**

The Dia de los Muertos (Day of the Dead) Cultural Festival takes place Sunday, November 3, 2013 from 12:00 p.m. to 5:00 p.m. at the Veterans' Memorial Community Center, 313 W. Tunnell Street.

Everyone is invited to a free fun-filled day of visual and musical entertainment, a children's parade, youth activities, art show, food, inflatables, craft projects, and beautiful displays celebrating the lives of deceased loved ones.

"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.

There are many ways to participate in the community event:

- Create a display for a deceased loved one
- Be a vendor at this event
- Come and enjoy the festivities

This event is made possible by collaboration between the City of Santa Maria Recreation and Parks Department, People for Leisure And Youth Inc. (PLAY, Inc.), Santa Maria-Bonita School District, Que Pasa newspaper, El Compa radio station, Univision, and the Santa Maria All-America City Committee.

For more information or registration forms to build an altar, or become a vendor, please visit <http://www.cityofsantamaria.org/3087.shtml> or call (805) 925-0951 ext. 260.

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