



# **MEDIA FACT SHEET**

## **Día de Los Muertos Parade and Festival**

**Date:** October 26, 2019

**Mission:** “To honor the past, as we celebrate the living”

**Background:** Dallas will host its first Día de Los Muertos Parade and Festival in downtown Dallas. It is expected to be a historical event and the largest of its kind with close to 3,000 parade participants expected. The parade is free and open to everyone.

### **Parade Details**

**Time:** 5pm – 7pm

**Route:** 1.5 miles

- Parade will start at and end at Dallas City Hall (1500 Marilla Street) starting at Akard and Marilla St., continuing south on Young St. to Griffin, to Commerce, to St. Paul to Young St., back to Akard and again ending at Dallas City Hall.
- A procession of 100 horses, led by the incredible Zanzon decorated as the Parade Pegasus, will officially start the parade at the steps of Dallas City Hall.
- Decorative floats will lead the parade, including a dedicated float for the “Fallen Five” by the National Latino Law Enforcement Organization (NLLEO).
- Walking the procession is FREE for anyone and everyone that wants to participate. Categories include: Walking Catrina, Walking Patriotic and Walking in Memory Of. Current and past Police Officers, Fire and Rescue and anyone that is currently in the Armed Forces or would like to honor a former veteran, are encouraged to participate.

### **Festival Details**

**Time:** 4pm – 11pm

**Location:** Dallas City Hall, 1500 Marilla Street

- **Festival activities include:**
  - Themed arts and crafts section
  - Authentic concession stands from the tacos to Día de Muertos bread, a Michelada Bar Beer Garden
  - Entertainment includes:
    - Musical Tribute to legendary Latino artists: Selena, Juan Gabriel, Celia Cruz, among others
    - Local student and professional Mariachis
  - Exhibitor spaces for parade sponsors, media partners, non-profits and area small businesses

- more -

- **8:30 p.m.** - Brief program that will host local city and state elected officials, including the Honorary Chairs, Mayor Pro Tem Adam Medrano and Dallas Consul General Francisco de la Torre
- **10:00 p.m.** - Pyro-technic show to be launched from the rooftop of City Hall at with a musical compilation will close the festivities.

## OTHER FACTS

- Official sister city: Mexico City
- Local community events, fundraisers and art exhibits will proceed the Parade and Festival.
- Trinity River Mission, Avance Dallas, Readers 2 Leaders are the official nonprofit beneficiaries.
- Posthumous recognitions for Dallas leaders to be included in the parade.
- **Key partners:** City of Dallas, Mexican Consulate of Dallas, Secretariat of Foreign Affairs (SRE) of Dallas, Mexican American Historical League (DMAHL), National Latino Law Enforcement Organization (NLLEO). Vi
- **Event organizers:** Husband and wife, Mauricio and Norma Navarro, are the visionaries behind the parade. Both are immigrants from Mexico that seek to elevate the celebration locally and preserve the Día de Los Muertos tradition. Mr. Navarro is currently celebrating the 18th year as the President of the Navarro Group and now Managing Partner of Día de Los Muertos LLC, as the governing entity of the Parade and Festival. Mr. Navarro has served as the Executive Producer of the Dallas St. Patrick's Parade and Festival for the last six years, under the governance of the Greenville Ave Area Business Association.
  - Mr. Navarro is dedicating this Parade to honor his beloved father, Juan Navarro, who passed at age 67 from medical complications and to his beloved sister, Alejandra Navarro, who passed at the young age of 42 due to breast cancer complications.
  - He also dedicates this parade to all that suffer from drug and alcohol addiction and to all the heroes and victims of cancer.

### About Día de Los Muertos LLC

Día de Los Muertos LLC is a Dallas-based organization founded by Hispanic community leaders and entrepreneurs. Its purpose is to preserve and honor the traditional *Día de Los Muertos* holiday through a series of educational initiatives, programs and events with the cultural integrity it deserves, while building an inclusive community spirit. For more information, visit <http://dallasdiadelosmuertos.com>.

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