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INAUGURAL *DÍA DE LOS MUERTOS* PARADE AND FESTIVAL TO TAKE PLACE IN DOWNTOWN DALLAS

DALLAS (September XX, 2019) – A historic [Día de Los Muertos Parade and Festival](#) is officially coming to Dallas. The inaugural event, which is expected to be the largest of its kind, is scheduled in downtown Dallas on October 26, 2019. *Día de Los Muertos* originated in Mexico in the pre-Hispanic era. It has been largely observed by U.S. Latino communities and most recently it has grown in popularity with non-Latino audiences.

The *Día de Los Muertos* Parade and Festival will be a new tradition for the City of Dallas. It is free and open to the public. A colorful and joyful procession with catrinas, horses, dance groups, music, floats and elaborate costumes will take place from 5:00 p.m. to 7:00 p.m. Anyone can join the parade or participate as a spectator for free. The family-friendly festival will include live music, entertainment, food concessions, arts and crafts, fireworks and much more from 4:00 p.m. to 11:00 p.m. The Parade and Festival will start and end at Dallas City Hall located at 1500 Marilla Street.

“I’m humbled to be a part of a great group of visionaries who seek to build unity by honoring such a deep Mexican tradition,” said Mexican immigrant and event founder Mauricio Navarro. “Dallas welcomed me as a young professional more than 30 years ago, and today North Texas is home to more than two million Latinos. How amazing to be able to see our traditions celebrated at this scale and have the opportunity to share this with everyone.”

Maintaining the integrity of *Día de Los Muertos* has been paramount in the planning. The event organizers, who are part of the Dallas Hispanic community themselves, have also been working diligently with the General Mexican Consulate and the Secretariat of Foreign Affairs (SRE) in Dallas and have partnered with the Dallas Mexican American Historical League (DMAHL) and the National Latino Law Enforcement Organization (NLLEO). Moreover, Trinity River Mission, Avance Dallas and Readers 2 Leaders, will be the official nonprofit beneficiaries of this grand event.

“It’s an honor to begin this tradition in Dallas. Our intention is to mark this century-old practice with the dignity and respect it deserves, and remain authentic to its purpose of celebrating life and death,” added Navarro.

In a true nod to its mission, event organizers will ‘honor the past and celebrate the living’ through posthumous recognitions of past and current Dallas civic leaders. The parade will pay respect to our country’s veterans and those who risk their lives on a daily basis for Dallas residents, our Dallas police officers and Dallas Fire-Rescue. A special tribute will include NLLEO’s dedicated float to honor the five fallen officers from the July 2016 ambush. Also, those joining the parade have a ‘Walk in Memory Of’ option where they are encouraged to wear white or bring a special memento to honor a loved one.

To sign up free for the parade visit <https://dallasdiadelosmuertos.eventbrite.com>. To stay up to date follow [Facebook.com/DallasDiadeLosMuertos](https://www.facebook.com/DallasDiadeLosMuertos) or [Instagram.com/DallasDiadeLosMuertos](https://www.instagram.com/DallasDiadeLosMuertos).

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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