



For Immediate Release

CONTACT: Jeanne Hilt
Director of Marketing
Louisville Downtown Partnership
(502)614-4122 (Office)
(502)649-4583 (Cell)

SOUTH FOURTH STREET RETAIL DISTRICT TO CELEBRATE DAY OF THE DEAD

ON FRIDAY, NOV. 4TH IN CONJUNCTION WITH REPUBLIC BANK FIRST FRIDAY HOP

(LOUISVILLE, KY) – The 5th Annual El Dia de los Muertos or Day of the Dead Celebration on South Fourth Street will take place on Friday, Nov. 4th from 5:30 PM – 10:00 PM near East Chestnut Street. The annual Day of the Dead celebration will take place in conjunction with the Republic Bank First Friday Hop.

The 4,000-year-old holiday, most popularly observed by Mexico and Latin America, offers an opportunity to honor and celebrate the lives of loved ones who have passed on with music, art, altars, gifts, and celebration. The family-friendly affair is sponsored by the South Fourth Street Retail District, the University of Louisville’s Latin American and Latino Studies (LALS) Program, and the Louisville Downtown Partnership (LDP).

In keeping with cultural tradition, a number of temporary altars will be installed along South Fourth Street. Father David Sanchez of St. Joseph’s Catholic Church in Butchertown will once again be blessing the event as well as the altars, and will be leading a candlelit procession at 8:30 PM on South Fourth Street. Traditional style calavera (sugar skull) face painting, sugar candy art making, coloring, tissue flower construction stations, and a photographer will be available providing an opportunity to create gifts and tributes for departed loved ones at the

public altar. The public altar will be available on the night of the event for anyone to place objects, photos, art, or candles for their deceased loved ones from 5:30 PM until 9:00 PM.

“Our Annual Day of the Dead celebration grows each year as word gets around Louisville about how much fun it is to embrace this rich cultural tradition, complete with Mexican entertainment, great ethnic food, and beverages,” said Karen Welch, owner of CRAFT(s) Gallery and Mercantile on South Fourth Street, “In Mexico, the annual celebration lasts for several days and usually takes place between October 31st and November 2nd, but we’re doing it a bit later as we wanted to celebrate the holiday in conjunction with the Republic Bank First Friday Hop.”

The event will feature plenty of hands-on workshops, including face painting, sugar skull decorating, paper flower making, and much more. Workshops will be staffed with volunteers from U of L’s LALS Program as well as students from the Kentucky College of Art and Design. Party goers are encouraged to dress in costumes, especially as Frida Kahlo, or their favorite “calavera” (skeleton). Free entertainment includes Caminos Flamenco Dancers, Children and Folkloric dancers, Appalatin – a popular, local Latin musical group, Salsa Rhythms Band, Los Alegres Mariachi Band, Chad Balster – a special fire performer, and street performers from Cirque Louis. Mi Cocina will feature Mexican food, beer, wine, and margarita offerings for sale on the street. Cellar Door Chocolates will also be featuring a traditional hot chocolate, a selection of Day of the Dead themed spicy chocolates, and decorated sugar skull shaped white chocolates.

The event is free, open to the public, and family friendly. The South Fourth Retail district includes Art Eatables, Crafts(s) Gallery and Mercantile, Gifthorse, Block Party Handmade Boutique, Regalo, Cellar Door Chocolates, Big City Styles, and The Mysterious Rack.

LDP is the dynamic organization that drives economic growth in Downtown for the benefit of the entire region, as well as oversees multiple on-street enhancements that help establish Downtown Louisville’s distinctive character and widespread appeal. LDP believes the economic engine of any great city starts with a strong Downtown. For more information: visit www.louisvilledowntown.org, or call (502) 584-6000.

