

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 candlelight procession at 8:00 PM on South Fourth Street. Traditional style Calaveras (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 and pets from 6:00 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 Rebecca Matheny, Executive Director of LDP. "This event is also a wonderful way to support the emerging Retail District on South Fourth Street," Matheny added.

"In Mexico, the annual celebration lasts for several days and usually takes place between October 31st and November 2nd, which perfectly coincides with the Republic Bank First Friday Hop," said Karen Welch, co-owner of Craft(s) Gallery on South Fourth Street.

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. Party goers are encouraged to dress in costumes, especially as Frida Kahlo, or their favorite "Calaveras" (skeleton). Free entertainment includes Academy of Flamenco Arts, Mexico Lindo Children and Folkloric dancers, Salsa Rhythms Band, Chad Balster – a special fire performer, and street performers from Cirque Louis.

Mexican food will be available from Mi Cocina and Mesa. Festival Cuisine will be providing El Jimador cocktails, West 6th Brewery will be on site serving their new cerveza, Coca Cola Consolidated will be sampling Mexican Fanta and Mexican Coca-Cola, and local favorite, Mr. G's Kettle Corn will be 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.

For more information about Louisville's Day of the Dead, go to:
Dayofthedeaddlouisville.com

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 Louisvilledowntown.org, or call (502) 584-6000.