

MEDIA ADVISORY

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Louisville Downtown Partnership's Annual Day of the Dead Celebration

WHAT:

Louisville Downtown Partnership presents the 10th annual Day of the Dead celebration with activities for children, families and those wanting to celebrate the rich cultural traditions of Día de los Muertos.

WHEN:

Saturday, October 30, 2021, 2:00-5:30 p.m.

WHERE:

Fourth Street Live

411 S 4th St.

ADDITIONAL INFORMATION:

Attendees are invited to a free screening of Disney Pixar's "COCO" at 3:00 p.m., watch live performances by Latin Music Awards Kentucky winners Asly Toro and Acorde and visit a temporary Día de los Muertos altar—a space for the public to place objects in memory of their deceased loved ones and pets. The annual Day of the Dead celebration is in partnership with Louisville Metro Government's Office for Globalization.

Students and families are encouraged to participate at home or in-person with educational decoration making and activities using this year's [Day of the Dead Activity](#) Sheet. Materials to create sugar skulls, literary calavera, barriletes and pan de muerto will be available for students and families at Fourth Street Live on the day of the event between 2:00-5:30 p.m.

About LDP:

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.

For interview requests, contact Michael Tierney at (502) 587-7220.