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09/ 30 / 2025

Parade Sponsor Announcement for 2025 Día de los Muertos Festival & Desfile

WHO: City of El Paso Museums & Cultural Affairs Department, Mexican American Cultural Center, and sponsors

WHAT: Parade Sponsor announcement and programming unveiling for 8th Annual Día de los Muertos

WHEN: 2 p.m., Thursday, October 2

WHERE: Mexican American Cultural Center, 201 W Franklin

The City of El Paso Museums & Cultural Affairs Department (MCAD) invites members of the media to the announcement of the parade sponsor for the 8th Annual Día de los Muertos Festival & Desfile.

The announcement will include:

- Remarks from City leadership, event sponsors, and the Mexican American Cultural Center
- Highlights of this year's festival programming, including parade details and family-friendly activities
- Onsite activations celebrating the vibrant traditions of Día de los Muertos

This year's Día de los Muertos Festival & Desfile will take place from 11 a.m. to 9 p.m. on Saturday, November 1, in the Downtown Arts District. The beloved celebration draws more than 50,000 residents and visitors and is one of the City's signature cultural events. The festival features a lively parade with more than 60 colorful entries, local artisan and food vendors, cultural performances, free hands-on activities, and more.

The annual event is presented by MCAD with support from the El Paso Community Foundation and generous sponsors. For full festival details, visit EPMACC.org/Dia-de-los-Muertos-2025.

About Día de los Muertos

Día de los Muertos is a holiday that has roots in Pre-Columbian Meso-American traditions and the observance of All Soul's Day brought to Mexico by the Spanish in the early 1500's. It is celebrated on both November 1 and 2, with preparations happening on the days before as well. The holiday is centered on family remembrances where homes and cemeteries are decorated with altars and *ofrendas* (offerings) to the spirits of their loved ones who have passed away.

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Promoting Transparent & Consistent Communication
Among All Members of the Community

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