

School of Arts & Culture
Mexican Heritage Plaza

*****PRESS RELEASE*****

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Avenida De Altares: A Day of the Dead Commemorative Event

Location: Mexican Heritage Plaza

1700 Alum Rock Ave., San José, CA 95116

Date: Saturday, October 29 from 5:30 to 10:30pm

FREE RSVP Eventbrite: <https://avenidadealtares2022.eventbrite.com>

#LaPlazaEs #DiaDeLosMuertos: On Saturday, October 29, from 5:30 pm to 10:30 pm, La Plaza will host its sixth annual **Avenida de Altares** (Avenue of the Altars), a free cultural event celebrating Dia de Los Muertos (Day of the Dead) at the [School of Arts & Culture at the Mexican Heritage Plaza](#) (La Plaza). Avenida de Altares is an immersive experience centering a curated altar walk, spanning from the intersection of Alum Rock Avenue and King Road all the way to the entrance of Highway 101, culminating inside the Plaza grounds.

Kicking off the event is San José's own Calpulli Tonalehqueh performing a traditional Aztec ceremony. Attendees of the annual festival will be able to take a stroll along Alum Rock Avenue to view beautiful altars along the route while enjoying pop-up performances by local DJs, traditional Mexican Folklórico dance, mariachi, and South American musical ensembles.

After taking in the cultural sights and sounds on the Avenue, community members can head into La Plaza for a wide variety of activities. There will be Day of the Dead-themed face painting, private tarot readings, local artisans and makers selling original creations, and a picturesque cemetery installation. Attendees can also visit La Plaza's art gallery featuring the *Afterlife* exhibit curated and presented in partnership with [Works San Jose](#) that features local artists. Avenida de Altares will also feature traditional cuisine from Eastside vendors, including the rich and delicious flavors of *pozole*, *atole*, *champurrado*, *churros*, and much more.

Southern California-based Tropical Afro-Latin combo [QUITAPENAS](#), will headline the night's giant dance party at la Plaza. Their songs echo a remix of history, evoking the liberating sounds of Angola, Peru, Colombia, Brazil and beyond.

Community members are encouraged to come dressed in Day of the Dead celebratory costumes which focus on commemorating the dead through traditional Mexican attire and *calavera* face painting.

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Each year, during Dia de Los Muertos, Mexico and other Latin American countries honor their departed loved ones by creating traditional altars and reunions. Thousands gather to celebrate by making altars at the gravesites of deceased family members, friends, and loved ones, decorated with flowers, candles and photos. In the spirit of this tradition, Avenida de Altares is an annual event that brings together San José communities to learn more about the history of Dia de Los Muertos while exploring one of East San José's most culturally rich neighborhoods – Mayfair.

Avenida de Altares is brought to you by the Silicon Valley Community Foundation, Councilmember Magdalena Carrasco, TOPA Architecture, AARP, Destination: Home, City of San José ABIERTO Program, County of Santa Clara, PG&E, Councilmember Raul Peralez, Excite Credit Union, Stanford Health, True Partners Consulting, BluSky Restoration, eBay, On Lok, Indian Health Center, Strickland Strategies, Stanford University, Comcast, Vice Mayor Chappie Jones, Councilmember Sergio Jimenez, the City of San José, and The Health Trust.

Avenida de Altares is the creation of the School of Arts & Culture at the Mexican Heritage Plaza, Giant Creative Services, and Kooltura Marketing.

About QUITAPENAS

QUITAPENAS was founded in 2011. The band was formed around their shared love of dance rhythms from the Tropical Afro Latin diaspora. They assembled a group of like minded friends to share the vision that went on to be QUITAPENAS. The group is made up of first generation sons of immigrant parents from Guatemala and Mexico.

About the School of Arts and Culture at MHP

The School of Arts and Culture at MHP (La Plaza) is a vibrant, cultural institution in East San José. Founded in 2011, La Plaza activates a vital local asset – the Mexican Heritage Plaza, a 6-acre, city-owned facility with an expansive plaza and theatre. Annually, La Plaza hosts over 150,000 people through its core programming. Its mission is to catalyze creativity and empower community. They do this by uplifting East San José's rich diversity through authentic placekeeping and relevant multicultural productions.

About Kooltura Marketing

Kooltura Marketing specializes in multicultural marketing, helping clients reach audiences of a specific ethnicity, culture, and subculture through a grassroots approach strategy.