

**PRESS RELEASE**

**The EIGHTH ANNUAL FLORIDA DAY OF THE DEAD CELEBRATION**  
***"Memory for the Dead. Party for the Living"***

THURSDAY, November 2nd, 2017: Get ready for the eighth installment of this ever popular and spirited festival of remembrance and revelry. It is believed that on the 2<sup>nd</sup> of November, the gateway between Mictlan, the ancient Aztec Land of the Dead, and our own opens so we can celebrate The Day of the Dead with our lost loved ones for one special time of year.

The free Fort Lauderdale based event attracts a legion of talented skull inspired artists, mariachi musicians, dancers and painted performers, along with an enthusiastic crowd of families and revelers.

Event Founder, Jim Hammond said, "Our mission is to produce a signature event for all ages that maintains and respects the cultural integrity of international Day of the Dead traditions. The Day of the Dead celebration provides *a memory for the dead and a party for the living.*"

The celebration is proudly supported by our Community and Sponsor Partners including: Damn Good Hospitality (Revolution Live, America's Backyard, Stache and CWS), Broward County Cultural Division, City of Fort Lauderdale, the Consulate General of Mexico in Miami, Riverwalk Fort Lauderdale, National Endowment for the Arts, and the Fort Lauderdale Historical Society.

Our generous sponsors include: Koffee Kult, Jose Cuervo, Corona, iHeartRadio, Chocolate Abuelita®, T Mobile and Azteca Stations LLC.

The Celebration starts at 4pm in Huizenga Plaza on Las Olas Boulevard where mask and puppet making, sugar skull face painting, traditional live music and dance performances will be on offer. Officials from the Fort Lauderdale City Commission and the Consulate General of Mexico will formally welcome participants at 6pm.

At 6:30pm, the ***Skeleton Processional***, featuring over 45 giant puppets and 1000 skeletons will follow Mariachi musicians along the Fort Lauderdale Riverwalk, culminating at the ***Folklorico Stage*** and ***Muertos Street Festival*** on SW 3<sup>rd</sup> Ave. Food trucks, traditional dance, interactive street performers, and original indie art and crafts will be available in the surrounding area and in America's Backyard nightclub.

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**About Florida Day of the Dead:**  
THURSDAY NOVEMBER 2nd, 2017 4-10pm.  
[www.dayofthedeadflorida.com](http://www.dayofthedeadflorida.com)

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