



PRESS RELEASE

CITY OF SAN CLEMENTE

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FOR IMMEDIATE RELEASE

CITY OF SAN CLEMENTE TO HOST 2ND ANNUAL DÍA DE LOS MUERTOS CELEBRATION

A community event honoring culture, tradition, and remembrance

September 6, 2024.... The City of San Clemente is proud to invite the community to its 2nd Annual Día De Los Muertos (Day of the Dead) celebration on November 1, 2024, from 1:00 pm – 5:00 pm at Max Berg Plaza Park located at 1100 Calle Puente. This vibrant culturally rich event will provide an opportunity for residents and visitors alike to honor loved ones, including friends, family, pets, and community members, who have passed away and experience the beauty of this cherished Mexican tradition. The celebration will feature a variety of activities for all ages, creating a fun and educational experience for everyone.

Event Highlights

Event festivities will include an altar and ofrenda, a Día De Los Muertos Art Contest, Catrina and Catrin Contest, a Ballet Folklorico dance performance, Danza Azteca performance, plein air painting hosted by San Clemente Art Association, crafts, face painting, local nonprofit organization booths, vendors, traditional delicious food, treats, drinks, and a DJ throughout the event. Traditional treats are free, while supplies last. You can also savor traditional food and drinks offered by local non-profit organizations and food vendors for purchase.

Entertainment & Performance Schedule:

- 1:00 pm - Welcome & DJ
- 1:30 pm - Catrina and Catrin Contest
- 2:00 pm – Grupo Azteca
- 2:30 pm – Raíces Ballet Folklórico
- 3:00 pm – DJ
- 3:30 pm – Casper Gomez (Traditional Mexican Music Performance)
- 4:00 pm - People’s Choice Winners Announced
- 4:30 pm – Raíces Ballet Folklórico

Traditional Altar Display (Ofrenda)

The heart of the Día de los Muertos tradition is the altar, a space dedicated to honoring deceased family members and friends. The City is inviting all community members to participate in the park altar display beginning on October 30, 2024, at Max Berg Plaza Park. Residents and visitors can publicly honor their loved ones by adding photos to the display on this date at the park site. Individuals who are unable to access the park ahead of the event may submit photos to the Recreation Division at Recreation@san-clemente.org through October 29th and Recreation staff will place them on the altar.

Animal family member pictures are also welcome. The Community Altar will be on display from October 30th through November 4th. Pictures/ofrendas can be collected at the San Clemente Community Center after November 4th.

2024 Art Contest

To celebrate the creative spirit of the holiday, this year’s events will host a special Día de Los Muertos Art Contest and Display. Let your art give voice to this cherished celebration.

- **2024 Theme:** *“No dejaré de quererte.” / “I will not stop loving you.”*

Inspired by the iconic song “La Llorona”, the theme reflects the deeply rooted cultural significance of Día De Los Muertos. This traditional song is often played during Día De Los Muertos festivities and serves as a way to remember loved ones who have passed while evoking hope of reuniting in the afterlife. While the song's origins are unknown, it is said to be inspired by a young couple during the Mexican Revolution.

The oldest copies of the song date back to 1932, 10 years after the revolution. Art contest participants are encouraged to listen to the song and allow it to inspire their artistic journey.

- **Submission Deadline:** October 24, 2024
- **Categories:** Elementary (Grade K-5), Middle School (Grades 6-8), High School (Grades 9-12), Adult (ages 18 and over), and Sculpture/Altar (All ages)
- **Submission Guidelines:** Unleash your imagination on canvases no larger than 11” x 14” using any art medium. Drop off your masterpieces on November 1, 2024, from 8:00 am – 10:00 am at Max Berg Plaza Park.
- **How to Enter:** Complete the online submission form, [located here](#), by October 24th. Drop your artwork off on 11/1/24 between 8 am to 10 am. All artwork will be on display for the duration of the event. Judging will take place the morning of the event, and winners will be announced at 3 p.m. Scan the QR Code for quick access to the participation submission form.



- **Prizes:** Winners will receive cash prizes and/or prize baskets. 1st, 2nd, 3rd Place and People’s Choice winners will have their artwork displayed in the San Clemente Art Gallery in November. Thank you to the San Clemente Art Association for their contribution to the prizes.
- Our panel of judges will unveil the winners at the event, with People’s Choice voting from 1:00 pm – 3:00 pm and winner announcements at 4:00 pm.
- [Download the 2024 Contest Flyer & Details.](#)

Catrina/Catrin Contest

Catrina and Catrin Contests are held during Día De Los Muertos celebrations, allowing participants to showcase their creative and festive spirit and transform into a Catrina or Catrin. Participants can compete in two categories: Youth (17 and Under) and Adults (18 and older).

La Catrina, an iconic symbol of Día De Los Muertos, was created by Jose Guadalupe Posada in 1910. La Catrina has become a prominent figure in Día De Los Muertos celebrations, representing a festive approach to honoring death and symbolizing indigenous beliefs. The image of La Catrina is celebrated through costumes, sugar skulls, sculptures, and more. It serves as a nod to the original queen of the Aztec underworld, Mictēcacihuātl, and reflects the Aztec tradition of celebrating death as part of the cycle of life.

Contestants should arrive dressed as their Catrina or Catrin character and check in at the City booth by 1:00 pm. The Catrina and Catrins will showcase their costumes to the judges and the public at 1:30 pm. People's choice voting will take place at the event between 1:30 pm and 3:30 pm. The winners of the Catrina & Catrin contest will be announced at 4:00 pm. Prizes will be awarded to the winners during the awards announcement.

The entire event is FREE and open to the public! Come join us in celebrating this meaningful and joyous tradition, as we come together as a community to honor the past, celebrate the present, and look forward to the future.

For event inquiries, please contact the Recreation Division at (949) 361-8264 or by e-mail at Recreation@san-clemente.org. All event information is available on the City's website at www.san-clemente.org/events.

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