

For immediate release

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<http://www.pvarts.org/micasaestucasa09>

Presented by:

Pajaro Valley Arts Council, Nonprofit 501(c)(3)

Viernes Cultural of Watsonville

Brown Berets

<http://pvarts.org/micasaestucasa09/press>

- **Title:** Family Events for Day of the Dead
- **Date:** Sunday, November 1, 2009
- **Location and Times:**
 - **11am:** Peace and Unity Gathering (Brown Berets), Watsonville Plaza
 - **12pm:** Peace and Unity March (Brown Berets), Watsonville Plaza
 - **2pm:** Peace Rally and Community Commemoration of Day of the Dead, Watsonville Plaza (Viernes Cultural and Brown Berets)
 - **4:30pm:** Procession starts, from Plaza to Gallery
 - **5pm:** Exhibit Opening Reception for "Mi Casa es Tu Casa" and Potluck at Pajaro Valley Gallery 37 Sudden Street, Watsonville, CA 95076 (Pajaro Valley Arts Council)
- **Admission:** All events are free

Press Release Word Document: http://pvarts.org/sites/default/files/micasa09_pr.doc

Press Release PDF: http://pvarts.org/sites/default/files/micasa09_pr.pdf

Watsonville celebrates local and global traditions for Day of the Dead

October 1, 2009, WATSONVILLE, CA -- Day of the Dead is an important event for many cultures around the world and each culture has its own way of celebrating loved ones who have passed on. Watsonville is no exception. In fact, even in this community we can observe a variety of ways to celebrate the lives of beloved family members and friends who are no longer with us. Family events sponsored by local organizations will occur on November 1, 2009. A Peace and Unity March sponsored by the Brown Berets will gather at the plaza at 11am and start marching at 12pm. At 2pm a Peace Rally and Community Commemoration of Day of the Dead presented in a joint effort by Viernes Cultural and the Brown Berets will include speakers, dance, music, art, outdoor altars, champurrado and pan de muerto (traditional bread made for Day of the Dead.)

From there, the public is invited to join in a procession at 4:30pm, to the Pajaro Valley Arts Council Gallery, located on 37 Sudden Street, where the Mi Casa es Tu Casa art exhibit will hold a reception at 5pm to celebrate the completion of over 20 community-built altars installed in the Gallery. Some of the groups include the Watsonville Wetlands Watch, Pajaro Valely High School Art Club, the Asian American Women's Art Association, and SOMOS LGBT. The community is encouraged to bring a potluck dish that represents their culture. Mi Casa es Tu Casa 2009 will showcase and celebrate the rich art of altar-making and the amazing diversity found in our own community.

This year the PVAC Gallery is honored to be collaborating with several talented artists and community members. Jose Ortiz, who was curator of the Mi Casa es Tu Casa show for many years, will be teaching an altar-making workshop for those participating in the installation process.

As an exciting companion to the exhibit, Consuelo Alba-Speyer and John Speyer of Veremos Productions will be creating a 20-30 minute documentary that will record the altar installation process and related events, including the opening reception, in order to document the rich traditions of Day of the Dead in Watsonville.

Additionally a Teacher's Resource Guide about Day of the Dead is available on the PVAC website and the community is invited to participate in this "living document" by submitting their own culture's traditions around Day of the Dead and suggestions for children's art projects.

Group tours led by Gallery trained docents are available by calling the Gallery. The Gallery is open Tuesday-Friday from 11-4pm and Weekends from 12noon -4pm.

- **Exhibit Title:** Mi Casa es Tu Casa: Celebrating Community Diversity
- **Exhibit Dates:** October 21-December 6, 2009
- **Exhibit Location:** Pajaro Valley Arts Council and Gallery, 37 Sudden Street, Watsonville, CA 95076
- **Gallery Hours:** Tuesday-Friday 11am-4pm; Saturday and Sunday 12pm-4pm
- **Admission:** Free
- **Presented by:** Pajaro Valley Arts Council Gallery

This email has photos attached for the November 1st Day of the Dead Commemoration and Mi Casa es Tu Casa Exhibit Opening. The attached files images from past Day of the Dead events.

To download the high quality TIF versions of the photographs please see the following links.