

For Immediate Release

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Gilroy City Council Member

Livable Gilroy for All

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La Ofrenda Gilroy's Inaugural Dia de Muertos Festival and Wellness Fair

Nestled in the heart of Downtown Gilroy, this extraordinary event is more than just a day of festivities; it's an immersive experience that embraces the essence of Dia de Muertos – a time when families come together to honor their departed loved ones and celebrate the eternal bond between the living and the deceased. With vibrant ofrendas (altars) adorned with marigold flowers, moving performances, a community bike ride, and a variety of talented artists, our festival promises an unforgettable experience that will leave a lasting impression on the South County community and beyond. La Ofrenda Festival is made possible with a Gilroy Elevate the Arts Grant, a program of SVCreates, with support from the David and Lucile Packard Foundation, the City of Gilroy, and the County of Santa Clara and fiscally Sponsored by Local Color, 501c3.

“La Ofrenda Gilroy's Inaugural Dia de Muertos Festival and Wellness Fair is bringing together a cross section of sponsorships from government partners, education, health, private sector, arts, transportation, culture, non-profits, labor workforce and more. Travel to the festival by bike, bus, walk, or drive,” **said Council Member Zach Hilton**

The City of Gilroy celebrates the role that the arts and creativity play in helping us navigate the pandemic, amplify the need for racial equity, and highlight the power of the arts to change our lives for the better. The Gilroy Arts & Culture Commission and SV Creates work in partnership to support the arts and creativity in Gilroy as an essential part of our thriving community. SV Creates partners locally with the Gilroy Arts & Culture Commission and Gilroy Arts Roundtable to include the City of Gilroy with a network of leaders who care about the resilience of our arts ecosystem and its impact to our community. They are conveners, promoters, incubators, and funders of the arts with a mission to elevate Silicon Valley's creative culture. The City of Gilroy recognizes that the arts and creativity support student success and life-long learning, provide key job skills, and bring joy to our community while strengthening our connections; and values partnering with SV Creates and state-level organizations to promote unified support for the arts.

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