

# Honoring the Tradition of Dia de los Muertos, Day of the Dead in the Santa Maria Valley

*Sugar skull and altars will be on display at the Dia de los Muertos (Day of the Dead) Family Festival on Sunday, October 29th*

SANTA MARIA, CALIFORNIA, USA, September 21, 2017 /EINPresswire.com/ -- (Santa Maria, Calif.) – Sugar skull and altars will be on display at the Dia de los Muertos (Day of the Dead) Family Festival on Sunday, October 29th from noon to 4:00 p.m. at the Veterans' Memorial Community Center, 313 West Tunnell Street.



Dia de los Muertos is rooted in Hispanic and Central-American traditions, and originated centuries ago with the ancient indigenous Aztecs. They honored the lives of their late family members by creating and decorating beautiful altars with colorful flowers and favorite belongings of the departed. The tradition continued and has become popular in the United States.

This free, family-friendly event includes a traditional procession, altar displays, food and arts vendors, crafts and art gallery, live entertainment and much more for the family to enjoy. All cultures are welcome to participate in this celebration.

Everyone is welcome to create an altar (ofrenda) in memory of a deceased loved one, family member and/or friend. The beautiful offerings are the centerpieces of the festival, and participants are encouraged to be as creative as possible. Altar creation is free, and pre-registration is required. Applications must be submitted to the Recreation and Parks Department (615 South McClelland Street) by Wednesday, October 24th.

This year's festival includes a Catrines and Catrinas Contest. Dress up in the spirit of the Day of the Dead. Prizes will be given to the best ensemble. Participants can register onsite.

The [Santa Maria Valley](#) has deep connections to its diverse cultural roots. From live theatre to cultural celebrations to independent art galleries, the emerging cultural scene is one of the central coast's best-kept secrets. Tour the welcoming vineyards and swirl your glass 'til you spill. Indulge in the 150-year old Santa Maria Style Barbecue tradition, the area's best hidden gem. Watch the sunset over the dunes, and let your hair fly around in the ocean breeze. With 35 wineries and 13 beaches within a 30-minute drive, the Santa Maria Valley is an ideal home base for travelers.

For more information on the Dia de los Muertos festival, please contact the City of Santa Maria Recreation and Parks Department at (805) 925-0951 ext. 2260. Altar and vendor applications are available at the Santa Maria Recreation and Parks Department Administrative Offices.

About Santa Maria Valley:

Serving the greater Santa Maria Valley in the heart of California's Central Coast, the Santa Maria Valley Chamber of Commerce and Visitors Bureau is a nonprofit association that facilitates local tourism and provides information on the region's many attractions and visitor services. Known for its iconic barbecue, burgeoning wine region, and coastal access points, the Santa Maria Valley is the ideal home base where you can eat, drink and do more for less. Stay up-to-date on #SantaMariaStyle by following us on Facebook, Instagram and Twitter. For more on Santa Maria Valley travel deals and to explore all you can do in and around the region, visit [SantaMariaValley.com](http://SantaMariaValley.com).

[Enter to win](#) a getaway for four to the Santa Maria Valley! Grab some good friends or bring the family together and head to Santa Maria Valley for a weekend of unscripted fun. We like to keep things authentic, so your trip will be built just for you.

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