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La Ultima Parada  
Saturday, October 28, 6pm-11pm (FREE);  
and Sunday, October 30, Noon-8pm (\$5.00 for adults; FREE for kids 10 & under)  
School of Arts and Culture at Mexican Heritage Plaza  
1700 Alum Rock Avenue, San Jose

San Jose, CA, September 28, 2017. La Ultima Parada: A Celebration of Life on the Day of the Dead, will be a two day spectacular celebration set to take place at the School of Arts and Culture at the Mexican Heritage Plaza (SOAC) on October 28 and 29, 2017. La Ultima Parada (LUP) honors the Mexican tradition of the Day of the Dead through a collection of cultural festivities, dances, and musical performances.

Since 1997, LUP has been an annual celebration in San Jose that came to life through the vision of local artists Rick Moreno and Maria Luisa Colmenarez. The School of Arts and Culture at Mexican Heritage Plaza is proud to host LUP for the fourth year in a row, expecting over 5,000 attendees.

This year La Ultima Parada extends to two days. To kick off the celebration on Saturday, the Alum Rock Altar Walk will feature altars and other art installations at 30 to 40 locations in the four business blocks surrounding the Mexican Heritage Plaza (MHP). Following the altar walk, the Cumbia Dance Party at the School of Arts and Culture at the Mexican Heritage Plaza will feature music groups, Lado Oriente and Pasto Seco.

On Sunday La Ultima Parada will feature a variety of activities to delight the entire family. Participants will be able to enjoy Loteria (bingo), arts and crafts, costume contest, face painting and a ferris wheel. LUP will have a Mercadito with over 2 dozen Dia de los Muertos themed retailers as well as a wide variety of delicious food and beverages.

The event will feature La Viejada, one of LUP's long standing traditions. La Viejada is a traditional dance originating in the state of Veracruz that honors those who have passed. This performance will feature over 300 masked danzantes from San Jose folklorico dance companies participate to honor our dearly departed.

This year, our main stage will feature grammy winning artists Quetzal, sharing the stage with Aloe Blacc and Maya Jupiter. LUP will count with two additional stages with a variety of presentations on Sunday, curated by San Jose's very own Sonido Clash.

Day of the Dead community altars will be on exhibit in the theater lobby remembering passed members of the community. The garden of the venue will be turned into a “camposanto” (graveyard) to pay tribute to iconic Latino artists and entertainers in recognition of their contributions to Latino culture by prominent San Jose artist, Raquel Burciaga. At night, the face of the MHC theater will come alive with a Day of the Dead themed projection display.

Visit [laultimaparada.org](http://laultimaparada.org) for ticket links, event info and for interested volunteers, cultural vendors and dancers.

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ABOUT THE SCHOOL OF ARTS AND CULTURE @ THE MEXICAN HERITAGE PLAZA  
[schoolofartsandculture.org](http://schoolofartsandculture.org)

The Mexican Heritage Plaza, located at the corner of Alum Rock Avenue and King Road since opening in 1999, has been a centerpiece for the revitalization of San Jose’s Mayfair neighborhood. The facility houses the School of Arts and Culture (SOAC), an entity whose vision is to “create a vibrant place of learning, culture and community that nurtures the soul and brings joy, skill building and a sense of belonging to children, families and all who participate.” For more information contact [chris@giantcreative.com](mailto:chris@giantcreative.com).