

*** FOR IMMEDIATE RELEASE ***

Maria Luisa Colmenarez
LaUltimaParada.org
info@laultimaparada.org

La Ultima Parada: A Celebration of Life on the Day of the Dead

Saturday, October 27, 6pm-11pm (FREE) AND
Sunday, October 28, Noon-8pm (\$10 for adults; FREE for kids under 12)

Venue: School of Arts and Culture at the Mexican Heritage Plaza
1700 Alum Rock Avenue, San Jose, CA

San Jose, CA. September 2018 —For the fourth year in a row, La Ultima Parada: A Celebration of Life on the Day of the Dead, is set to take place at the School of Arts and Culture at the Mexican Heritage Plaza (SOAC) on October 27 and 28, 2018. 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.

To kick off the celebration on Saturday, the Alum Rock Avenida de Altares will feature altars and other art installations at 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 local musicians.

On Sunday La Ultima Parada will feature a variety of activities to delight the entire family. Participants will be able to enjoy arts and crafts, costume contest, face painting and traditional fare. LUP will have a Mercadito with over a dozen Dia de los Muertos themed retailers as well as a wide variety of delicious food and beverages. The event will feature La Viejada de San Jose, one of LUP's long standing traditions.

La Viejada de San Jose is a traditional dance originating in the state of Veracruz that honors those that have passed and will feature over 100 masked danzantes from San Jose folklorico dance companies. Sones for this danza with titles such as: Sal Si Puedes, La Plaza, La Pulga, Story & King & EastSide Llorona by young composer, Luis Xavier Garcia, honor San Jose's landmarks. The newest son for 2018, "Luna y Soul" pays tribute to the student-based folklorico group at San Jose State University.

LUP will feature the collaboration of SJ Jazz BoomBox Stage curated by Sonido Clash. Day of the Dead community altars will be on exhibit in the theater lobby. MHP's garden 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 by LUP Festival Artists, R+A Multimedia.

Visit laultimaparada.org for ticket links, event info and for interested volunteers, cultural vendors and dancers.

--- ABOUT LA ULTIMA PARADA
LaUltimaParada.org

2018 marks the twenty-first anniversary of La Ultima Parada in San Jose. What began as a simple house party among artists and friends has now grown into one of the most heartfelt celebrations of Dia de Los Muertos in the Bay Area. Born in the home of San Jose Artist Rick Moreno, dancer/musician friends Maria Luisa Colmenarez & Barbara Diaz would convene friends and artists across all genres--musicians, poets, dancers, writers, visual artists--for an evening of sharing of food, wine and remembering 'los muertitos. Elaborate altar displays by Rick Moreno and traditional Oaxacan food prepared by Maria Luisa Colmenarez helped the event to flourish . The gathering soon burst out of the living room and filled the backyard before spilling onto the front deck and lawn. In 2011, the event was invited by Chris Esparza of Giant Creative, to move to the historic San Jose Women's Club where it quickly outgrew the venue within two years. The producer/artists moved the event to the Mexican Heritage Plaza in 2013 and cancelled the event in 2014. A single large grant from benefactor Alcario Castellano saw the return of the event in 2015 to the School of Arts & Culture at the Mexican Heritage Plaza. Since then, the larger spaces have provided an opportunity for San Jose's cultural artists to come together and celebrate Dia de Los Muertos with the much larger community. La Ultima Parada is grateful to the School of Arts & Culture for their partnership and continued support.