

# DAY OF THE DEAD

---

## **FIND OFRENDA ITEMS AND ENTER TO WIN A \$50 DOWNTOWN GIFT CARD!**

*El Dia de los Muertos* (Day of the Dead) is a Latin American holiday with roots in ancient Aztec and Spanish-Catholic traditions. In these cultures, those who pass away are celebrated and kept alive in memory and spirit. It is believed that during *Dia de los Muertos*, the spirits of the deceased temporarily return to earth.

*Ofrendas* (altars) are built to honor the deceased. There are 4 central elements incorporated into altars: EARTH – represented by **pan de muerto (bread of the dead)**, WIND – represented by **papel picado (paper banners)**, FIRE – represented by a **candle's** flame, and WATER – usually represented by a **glass of water**. In addition, other traditional *ofrenda* items help guide spirits to the altar (**candles, marigold flowers, incense**), or rejuvenate souls after a long journey back (**water, food, towel and soap**). Other traditional *ofrenda* items include: **photographs, skeletons, crosses, sugar skulls, salt, small dogs, and toys**.

**Find any 5 of the items above in 5 different Downtown altars for a chance to win a \$50 Downtown gift card.**

### **SUBMISSION MUST INCLUDE:**

**Name:**

**Email Address:**

**Name of item and location: (list at least 5 different *ofrenda* items and the business names)**

Submit to [ldda@longmontcolorado.gov](mailto:ldda@longmontcolorado.gov) or LDDA, 528 Main St., Longmont, CO 80501 – due by Nov. 6, 2018. Winners will be chosen after Nov. 6 and notified via email.

Thank you for participating.