

DÍA DE LOS MUERTOS

TUESDAY, NOVEMBER 1, 2022 –
WEDNESDAY, NOVEMBER 2, 2022

Día de los Muertos (Day of the Dead) largely originated in the central and southern regions of Mexico. Friends and family come together on this day to honor and cherish their loved ones who have passed on.

HISTORY

This holiday's origins trace back to the ancient Aztec custom of celebrating ancestors. The celebration was influenced by the arrival of the Spanish in the early 1500s and the introduction of Catholicism to the region and All Saints Day. The customs and celebrations blended to create the Día de los Muertos celebration that is practiced today and currently stands as a Mexican national holiday.

CUSTOMS & FOOD

Día de los Muertos festivities begin on October 31st, with children building private altars to loved ones. These altars are usually three-tiers and colorfully decorated with flowers. November 1st marks the Day of the Little Angels, a remembrance of deceased children and saints. November 2nd marks All Souls Day, a remembrance of departed adults. Rather than mourning, the holiday focuses on celebrating the continuance of life. Families visit, clean, and decorate gravesites with marigold flowers, as it is believed that the flower's aroma helps guide the spirits. Candles, candied skulls (*calaveras*), bread of the dead (*pan de muertos*), memorabilia, and pictures of loved ones are also placed by the gravesite. Costumes and parades help celebrate the day. The deceased's favorite foods are made and placed on the altars, so that their spirit may come to enjoy the meal with the family and to comfort them for its absence. Families set up a picnic by the altar or gravesite to eat, sing, and share stories about the deceased, celebrating their life. These stories are passed on from generation to generation and keep the family history alive.



ACTIVATION SUGGESTIONS

1. Display Día de los Muertos flowers and decorations, such as candied skulls or a door wreath.
2. Showcase music and art used to celebrate holiday.
3. Create a pamphlet with the stories of Día de los Muertos and its traditions. Share in staff meetings and serve traditional sweets.
4. Create a Social Media contest with a Día de los Muertos quiz. Winner gets a dinner for 2 on a weekday.
5. Feature traditional recipes a daily specials and be sure to include sweet items
6. Create a fact to share sheet on traditional spices and their place in history on this day.
7. Offer spicy dark chocolate and atole which is a traditional corn-based drink.
8. Allow associates to dress up for the day.
9. Serve “pan de muerto” which is a yeasty “bread of the dead.”
10. Attend a Day of Dead parade in your neighborhood.