

Day of the Dead 2020: Outreach



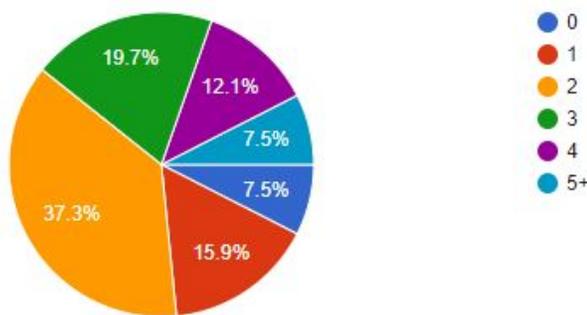
- The MACC Staff made and distributed over **600** sugar skull kits all over Austin and surrounding areas.
- They were distributed in a no-contact drive-through system in the MACC traffic circle on Oct 17, 20, 21, 22, & 24.
- The kit included a hand-pressed sugar skull, puff paint, sequins and googly eyes, tissue paper flower, and an educational handout which is pasted at the end of this document.
- Families sent in photos of their kids doing the project at home, which were included in the MACC’s Day of the Dead Program on November 2nd. Watch the [Video Presentation](#) on Sugar Skulls!
- Boxes of kits were drive to schools and delivered directly to teachers at the following schools:

Academia Cuauhtli- **34 kits**, Barbara Jordan Elementary- **19 kits**, Padron Elementary- **52 kits**, CIS MACC After School Program- **25 kits**, Zavala Elementary- **6 Kits**, Ray Elementary (Hutto)- **50 kits**, Communities In Schools- **30 Kits**, Austin Learning Pods: **45 Kits**. Individual Families in Austin who RSVP’d: **346 Kits!** Passersby/Foot Traffic: **75 kits**

Of the **346** individual families who RSVP’d to get their sugar skull kit, when asked “How Many Children in the Household?” 37% responded that they had 2 children. We gave enough kits for all children in their household to make their own.

How many children are there in your household? - ¿Cuántos hijos hay en su casa?

346 responses



The Zip Codes for the families that RSVP’d to get their kit are listed. The zip codes with the highest response were 78702, 78723, 78744, 78745, and 78752.

75165 (1), 78251 (1), 78610 (1), 78612 (2), 78613 (3), 78616 (1), 78617 (3) 78620 (2), 78621 (1), 78628 (1), 78634 (2), 78641 (1), 78645 (1), 78653 (2), **78660 (5)**, 78665 (2) 78681 (3), 78701 (1), **78702 (10)**, 78703 (2), **78704 (7)**, 78717 (1), 78721 (2), 78722 (1), **78723 (11)**, **78724 (4)**, 78725 (1), 78728 (1), 78729 (2), 78730 (1), 78731 (1), 78732 (1), **78733 (4)**, 78734 (1), 78735 (2), 78738 (2), 78739 (3), **78741 (5)**, **78744 (10)**, **78745 (9)**, **78748 (6)**, **78752 (8)**, **78759 (5)**

Day of the Dead 2020: Promotion



The MACC's Day of the Dead event was marketed to and shared by news sources: Austin 360, [Telemundo](#), [Austin Chronicle](#), [Austonia](#), [Remezcla](#), and plenty of Facebook coverage from Laura Donnelly (Latinitas), Paul Saldana, and other MACC community members.

As of Dec 1, there are **17K Views** on the event page, www.DayoftheDeadATX.net! Biggest digital event we've ever had!



Day of the Dead 2020: Outdoor Installations

- The MACC building is closed to the public but the grounds outside are still open, and we are happy to have the following installations to go along with our digital program on Nov 1 & 2
- Papel Picado by Pinata ATX installed in Gran Entrada
- Day of the Dead portrait banners outside Sam Coronado Gallery
- 400 flags installed near Snake Path/parking lot, to commemorate lives lost in Travis County due to COVID
- Artwork from Robert Poschmann has been installed on the West side of Gran Entrada
- Caminos Digital Mural installed on the East side of Gran Entrada

[Take a Video Tour of Outdoor Day of the Dead Installations](#)

Day of the Dead 2020: Partners for Digital Program

- Scottish Rite Theater (Austin) partnered to show their play, Rosita Y Conchita, on the digital event website www.dayofthedeadatx.net
- Diana Molina (El Paso) Contributed a visual art presentation for Nov 1
- BoCCa Austin (Austin), LAAP Program, submitted their Calavera Self-portrait project
- Caminos Teen Leadership (Austin), MACC Program
- Frida Friday ATX (Austin) provided a digital vendor marketplace
- Maico (Monterrey, Mexico) provided a music and video segment "Música Mexicana de Día de Muertos"
- The Theorists (Austin) is a LAAP program that provided "Pa' Lante"
- Alex Marrero (Austin) from Brownout provided introductions as the MC
- Ballet Folklorico (Austin), LAAP program, provided dance performance
- Javier Jara (Austin), LAAP Program, provided musical performance
- Trio Los Vigilantes (Austin) provided musical performance

The digital program can be viewed on WWW.DAYOFTHEDEADATX.NET.

The following is the Educational Guide that was distributed with the Sugar Skull Outreach Project:



Emma S. Barrientos
Mexican American
Cultural Center

Día de los Muertos / Day of the Dead
Watch our free online festival at

www.DayoftheDeadATX.net!

Día de los Muertos is a celebration rooted in Mesoamerica, which includes the indigenous cultures that existed throughout Mexico and Central America prior the arrival of the Spanish in the 16th century. Mesoamericans like the Aztecs (*mexica*) and Mayans (*maya*) didn't treat death as the end of life, but instead a necessary transition to another world. They believed that the souls of the deceased could return to spend time with their loved ones once a year.

In preparation for the arrival of the deceased, families built **ofrendas**, altars with marigolds, food, drinks, candles, incense, and personal items in order to guide and receive the souls of their family members. The Mayans called this *hanan pixan*, which means food for the souls. The souls of the departed ate and feasted with their loved ones as they celebrated life and death as one continuous cycle.

When the Spanish arrived in Mexico in the 16th century, they attempted to end the celebration of Day of the Dead, but instead the traditions were incorporated into the Catholic holiday of All Souls Day. Today the holiday is a unique blend of both Catholic and ancient indigenous practices, with each region, family, and indigenous group preserving their own traditions passed on through generations.

The Day of the Dead is still celebrated today across Mexico and the U.S. People still build the altars or **ofrendas**, visit cemeteries to decorate tombs, and eat, dance and remember their deceased loved ones. Celebrations may include giant parades, elaborate altars, and massive decorations in churches and graveyards, but it is also a time for small family gatherings at home, to cook and celebrate family and our ancestors.

Day of the Dead vs. Halloween

Day of the Dead invites us to honor the memories of those who are no longer alive by celebrating them. It is not scary or spooky like Halloween. Even though Day of the Dead and Halloween both use **skeletons** as a symbol, the Mexican skeleton (*calavera*) is a joyful, happy representation. The Day of the Dead celebrates the whole life-death cycle with beauty and humor. It is not supposed to be frightening. In fact, thinking of a happy memory of someone who has passed can be a warm or comforting feeling, and it's believed that our deceased are never really gone, as long as we keep them alive in our memory.

Cempaxochitl/ Marigolds

The flower associated with Day of the Dead is the **cempaxochitl** (marigold) flower. The pungent scent of these flowers is one of the ways that we draw the spirit of a deceased soul to the altars. It is a bright color orange-yellow, the color of the sun which gives us life. Think about the life cycle of a flower: it starts with a seed, grows a sprout, then a stem, then a bud, then a full bloom when it reaches its peak vibrancy, when it is the most beautiful and sweetly scented. And then the petals start to fall, the flower ages and the last petals falls, and the flower decomposes back into the earth for a new seed to grow. This beautiful life cycle of a flower is a symbol for the life cycle of all living things.

Ofrendas / Altars

In ancient Mexico, Day of the Dead was celebrated in late Summer at harvest time, when people gave thanks for the corn and other plants that fed them. Placing flowers, corn, beans, and fruit on the altar is a celebration of things that

grow from the earth. The *papel picado* hanging on the altar symbolizes the element of air/ wind and the impermanence or fragility of life. The candles placed on the altar evoke a spiritual place and guide the souls at night with the element of fire. The bowl of water or beverages placed on the altar symbolize water and quench the thirst of the souls who traveled to join the living. A photograph helps us draw the memory of the individual or group of people we honor with the *ofrendas*, which means *offering*. The levels of the altar remind us of the ancient pyramids in Mexico.



Sugar Skulls / Calaveras de Azúcar

Since Mexico was abundant in sugar production, in the 17th century sugar became an inexpensive decoration used for religious festivals. The name of the person being remembered can be written on the forehead of the skull and then placed on the *ofrenda* or grave to honor their return. The sugar skulls are also given as gifts to the living to celebrate the sweetness of life. Sugar skull art reflects a folk art style with big smiles, colorful designs and sparkly tin ornaments.

Sugar Skull Decorating

We have everything in this kit for you to decorate your sugar skull at home! Make sure to check out our Sugar Skull videos on www.DayoftheDeadATX.net. Leave us a review there too so we know how you liked the program!

This activity requires parental supervision! Remove sugar skull from plastic bag. Use the bottle of puff paint to gently squeeze out small amounts of paint onto the sugar skull. Use the sequins, pom poms, and feathers to add detail, sticking them to the puff paint. Make sure to let your sugar skull dry for several hours in a safe place. Remember that although it's made of sugar, this is for decoration only- especially once you add the paint! If you want to eat a sugar skull, there's a recipe for edible sugar skulls below.

To Make Your Own Sugar Skulls at Home:

Mix together one cup of white sugar and one teaspoon of merengue powder, then stir in one teaspoon of water. Stir with your hands. Add 1-2 additional teaspoons of water until the mixture feels like wet sand. Pack the sugar into a sugar skull mold (can be found online), making sure to push the sugar into every part of the mold. Scrape the back of the mold with a butter knife or cardboard so it's flat. Invert the mold onto an even surface and let it dry for 2 hours. You can decorate them with icing instead of paint, if you intend to eat them!

To Make a Paper Flower (Materials Included)

You can fold your own paper flower using the materials in this bag! For a one-minute video on how to do this, visit www.DayoftheDeadATX.net.

Get your stack of tissue paper, keep all the pieces on top of each other lined up (5-10 pieces) and fold the whole stack like an accordion, starting on the shorter end. Wrap the pipe cleaner around the middle to make a stem. Then carefully separate the layers of tissue and fluff the petals out. This last part takes a little time and patience- watch the video to see tips! The more you separate the petals, the more it will look like a marigold flower.

