From: New York Folklore, Schenectady NY

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Subject: New York Folklore (Schenectady) Exhibit Opening

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For Immediate Release

New York Folklore is pleased to announce the installation of a traditional Día de los Muertos (Day of the Dead) altar. The exhibit will be on display from Thursday, October 29 through Saturday November 7. The altar will be available for visitors to contribute photos of their deceased.

The Day of the Dead (*el Día de los Muertos)* holiday celebrated throughout Mexico, in particular the Central and South regions, and by people of Mexican heritage elsewhere. The multi-day holiday involves family and friends gathering to pray for and remember friends and family members who have died, and helping support their spiritual journey.

In Mexican culture, death is viewed as a natural part of the human cycle. Mexicans view it not as a day of sadness but as a day of celebration because their loved ones awaken and celebrate with them. In 2008, the tradition was inscribed in the Representative List of the Intangible Cultural Heritage of Humanity by UNESCO.

New York Folklore's Día de los Muertos ofrenda (altar) is built using Mexican traditional Mexican symbolism and elements with input from Lorena Diana of Amsterdam, and artwork by Aurelia Fernandez of Yonkers.

New York Folklore is located at 129 Jay Street, Schenectady, and is open 10AM to 3:30PM, Tuesday through Saturday, and Sunday from 10AM to 2PM. Please contact us at info@nyfolklore.org, by telephone at 518-346-7008, or through our web site, www.nyfolklore.org for additional information.

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