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Mission San Luis Rey
"King of the Missions"
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FOR IMMEDIATE RELEASE

DIA DE LOS MUERTOS FESTIVAL; WITHIN COMMUNITY AND BEYOND

2009 Dia de los Muertos uses social media to create community awareness.

OCEANSIDE, CA - *October 13, 2009* - Dia de los Muertos, Mission San Luis Rey has a message to spread. The annual festival in Oceanside, California, will continue as it has for 9 years. It simply has a new home, Mission San Luis Rey; also in Oceanside. This year's Dia de los Muertos celebration incorporated some new tools to push the message into the communities. Mission San Luis Rey has been communicating with the community with a new Dia de los Muertos website, and twitter and Facebook updates.

Marie Daniels, media spokesperson for Mission San Luis Rey said, "This event and the usage of social media are new for the Mission. The conversations between Mission San Luis Rey and their audience are interactive and we like that. We just received a message from a gentleman who is coming to the event from Houston, Texas. Our definition of community has become more dynamic."

The event has a history of components that make it special. Attendees can be assured they will still have the opportunity to experience the charm and history of the traditional ofrendas (altars), the chalk cemetery, the food, the vendors and the entertainment. This year, the festival will include a few additional activities. Kids Korps USA, a national youth volunteer organization, will host a volunteer village that will allow children to give back to the local community the day of the event. There will also be an opportunity for kids to showcase their "mini-ofrendas" and be entered in a prize drawing.

The local event originated as a cultural celebration on the streets of downtown Oceanside with an attendance of 500 people. With the most previous attendance of more than 65,000 from all over the region, Mission San Luis Rey is looking to get the word out about the event change throughout the San Diego, Orange and Riverside counties.

Past sponsor, Cricket Wireless, has joined the event again this year as have previous artists, vendors and Media Partners, such as XEWT 12TV, Radio Latina 104.5FM XLTN, Sophie @103.7 and KyXy 96.5.

DETAILS:

Sunday, November, 1st, 2009
10am - 4pm
Family Friendly (no alcohol)

Continued...

FREE ADMISSION

Free parking in surrounding area, \$5 for on-site parking

For additional information and inquiries, please email Marie Daniels or call 760.757.3651, extension 161.

About Mission San Luis Rey de Francia

Founded in 1798, Mission San Luis Rey de Francia, known as the "King of the Missions," is a National Historic Landmark. The largest of all the 21 California missions, it is home to a community of Franciscan Friars and is open daily to the public in the Franciscan tradition of heritage and hospitality. Facilities include a Retreat Center with day and overnight programs for spiritual renewal, multi-function meeting spaces, a Cemetery open to all people, Mission Gift Shop, Historic Church and interpretive Museum.

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