



Dia de los Muertos Event Marries Celebration with Low Rider Car Culture

POMONA, CA (Oct. 8, 2024) – Celebrate life and culture and the realm of enchantment with Fairplex Presents En Memoria Saturday, Nov. 2. Now in its sixth year, this extraordinary Day of the Dead event has evolved into the most celebrated gathering on the east side of LA County.

En Memoria showcases the Latin American holiday Dia de los Muertos through the art and grandeur of visual and performing artist and low rider car culture. Day of the Dead joyfully celebrates those who have passed on with food, music, altars (ofrendas), marigolds, calaveras and more. En Memoria captivates the senses with an engaging and culturally authentic experience.

“With this event, the partners involved have created an extraordinary celebration that ensures a seamless fusion of creativity, cultural authenticity, and unforgettable experiences,” said Lucas Rivera of Sakul Creative, lead curator of En Memoria.

En Memoria centers around a vision of unity and connection, engaging the unique culture of low rider car clubs from all corners of LA County and beyond.

Beyond the hundreds of low riders, choppers, bikes and pedal cars, many with their own ofrendas to honor their loved ones, En Memoria features live entertainment curated by Walk Talkin International, shopping with artisan vendors from Molcajete Dominguero, stunning art by LORE Media & Arts, and food.

Dia de los Muertos is as much a visual holiday as it is a spiritual one. LORE Media & Arts is the artistic visionary behind En Memoria. Lore artists will weave a tapestry of visual artistry that captivates the soul, including captivating altars and art installations throughout the venue, each a testament to the power of remembrance and artistic expression.

The local community is invited to be a part of En Memoria by bringing a photo of your loved one to leave on our Community Altar.

Thank you to our sponsors: Anheuser Busch, Coca Cola, O'Reilly Auto Parts, BeatBox Beverages and T-Mobile

En Memoria is from 3 to 10:30 p.m. Tickets range from \$13 to \$17.99. Children 12 and younger are free. Purchase tickets and get more information at [Fairplex.com/enmemoria](https://www.fairplex.com/enmemoria).

Media contact:

Renee Hernandez

M: 909.525.8404

O: 909.825.4261