FOR IMMEDIATE RELEASE

(10/25/18)

**Diving feminine showcased**

**in 19th Annual Day of the Dead festival**

Members and volunteers at East Los Angeles Women Center

will be creating an alter honoring the importance of the divine feminine

**Los Angeles, CALIF (10/25/18) —** [East Los Angeles Women Center](https://www.elawc.org/) will be showcasing an alter members and volunteers in honor of the celebration of the dead at the Hollywood Forever Cemetery on Saturday, Oct. 27 from noon to midnight.

They event will be honoring the Aztec goddess, Coatlicue “the mother of all gods.” She is the goddess who gave life to Huitzilopchtli [God of Sun and War], the stars and moon. **[this is a suggested quote]** Volunteer and Hotline Coordinator Claudia Arevalo helped with planning the alter.

“It’s amazing what this group of women can do in such a short time, everyone participated right away and was excited to see how they can help. I personally love this holiday as it allows the dead to be celebrated,” Arevalo said.

A small prize will be given to individuals who visit the alter for ELAWC and will be featured on our social media pages. **[this is a suggested quote]** Student intern Monica Lerma who is attending California State University-Los Angeles proactively helping in the creation of the alter design.

“I enjoy helping out ELAWC it’s a very rewarding feeling, especially with the Day of the Dead altar,” Lerma said. “I got to know more about my culture and now I am going to be helping set an altar in one of the most renown cemeteries celebrating the Day of the Dead.”

General admission for the event is $25 per person, children under eight years old are free until 4 p.m. Visitors are encouraged to come dressed in costume or in calaca apparel. Food and crafts will be available to purchase through vendors and stands spread through the event.

About East Los Angeles Women Center:

The East Los Angeles Women’s Center is a leading voice and advocate for survivors and their families affected by sexual, domestic, and intimate partner violence and HIV/AIDS.  In 1976 a small group of dedicated Latinas in East Los Angeles established the first-in-the-nation bilingual hotline for Spanish–speaking survivors of sexual assault. Today, ELAWC delivers innovative, comprehensive, culturally-responsive services that build on a foundation of trauma-informed, evidence-based practices designed to heal, support, protect, and empower the communities we serve. Working in collaboration with our partners we also foster the implementation of policies and practices that support social justice and human rights. ELAWC has earned a reputation as a trusted and compassionate resource working to empower and transform lives – and the lives of future generations.

###

For further information, please feel free to contact