

Siempre Mujer and The Museum of Latin American Art Host Third-Annual Day of the Dead Celebration Honoring Women of Past & Present
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NEW YORK, Sept. 26, 2016 /PRNewswire/ -- [Siempre Mujer](#), the largest Spanish-language lifestyle magazine for Latinas in the U.S., today announced that it is once again partnering with [The Museum of Latin American Art](#) (MOLAA), the only museum in the country dedicated to modern and contemporary Latin American art, to host its **third-annual Day of the Dead celebration**, which this year will shine a light on the integral role women have played throughout the history of Hispanic culture.

The ticketed event, held at MOLAA in Long Beach, Calif., on **Saturday, Oct. 22, at 8 p.m.**, is open to the public. Tickets are available both [online](#) for \$45 each and at the door for \$50 each. Over the past three years, the Day of the Dead event has generated more than \$150,000, with all proceeds benefitting MOLAA's exhibition and art education initiatives.

This year's event theme, **"Poderosas Para Siempre: A Celebration of Women Past & Present,"** honors Latina influencers who have impacted art, culture, politics and social justice in meaningful and measurable ways.

The event will honor three notable Latinas with the second-annual **Día de los Muertos Spirit Award** for their support of Hispanic heritage, arts and culture. Recipients of the award will also receive a bottle of Veuve Clicquot La Grande Dame Champagne in honor of Veuve Clicquot's namesake, the Widow Clicquot, a remarkable woman who lived an extraordinary life. Recipients include:

- **María Teresa Kumar**, President & CEO of Voto Latino, a pioneering civic media organization that seeks to transform America by recognizing Latino leadership and empowering Latinos to be agents of change;
- **Luz Maria Doria**, Vice President and Executive Producer of Univision's "Despierta America," the fastest-growing morning show on broadcast television, and author of the bestselling new book "La Mujer de mis Sueños";
- And **Maestra Ofelia Esparza**, artist and educator renowned for creating Day of the Dead altar installations for more than 30 years.

To further underscore the importance of the Latino voice, MOLAA and Voto Latino will host voter registration on-site at the event two days ahead of the close of voter registration in California.

"Our Día de los Muertos event is a culturally-authentic and vibrant celebration of two worlds, the departed and those still blazing new trails today," says Ann Moreno Penn, MOLAA Board Member and Event Chair. "The event allows us to raise funds for our education outreach programs as well as recognize outstanding female innovators making a lasting impact in our art, culture and community."

Siempre Mujer, in partnership with artist Paulina Perez, also created an altar as part of MOLAA's Day of the Dead Art & Altar Exhibition. The altar shines a light on the Mirabal Sisters, political activists from the Dominican Republic, who were assassinated on Nov. 25, 1960 for opposing the dictator Rafael Trujillo. In memory of the Mirabal Sisters and to prevent future acts of violence against women around the world, the UN observes International Day for the Elimination of Violence Against Women on Nov. 25 each year.

Siempre Mujer recently teamed up with UN Women as a member of the Step It Up for Gender Equality Media Compact. And on International Day for the Elimination of Violence Against Women and the 16 Days of Activism Against Gender Violence, *Siempre Mujer* will join UN Women in bringing awareness to this violation against human rights, which affects at least one in three women worldwide across all races, classes and age groups.

"This year's Day of the Dead event will be incredibly empowering," says *Siempre Mujer* Editor-in-Chief Jessica Torres. "I have always been inspired by powerful Latinas—including Margarita Neri, Jovita Idár and Alicia Dickerson Montemayor—who created political change in the world around them. We're proud to join the Museum of Latin American Art in spreading their messages of strength, courage and positive action."

Additional event highlights include:

- Dancing and musical performances by female-led groups including Melena and Ladies of Salsa, Entre Mujeres and Girls Gone Vinyl;
- A private viewing of the Day of the Dead Art & Altar Exhibition, with altars created by Esparza and Perez, and inspired by the theme of "powerful women";
- A body art performance by David Gilmore;
- Day of the Dead-inspired face painting;
- An artisan marketplace featuring local vendors selling handmade jewelry, fashion, art, decorative items and more;
- Veuve Clicquot champagne and specialty cocktails;
- A variety of festive Latin American dishes provided by local food vendors;
- A McCafé Pumpkin Spice Latte coffee bar;
- Three Catrinas portraying Latin American icons Frida Kahlo, María Félix and Selena, who will interact with guests throughout the evening;
- And a photo booth.

The event is expected to attract more than 1,000 leaders in art, media, entertainment, politics, philanthropy and business.

Siempre Mujer is the Official Media Partner of the event. **Veuve Clicquot** will provide champagne for guests and honorees, serving as the event's official champagne partner after years of celebrating Día de los Muertos around the world. Additional event sponsors include **McCafé**, which will serve its seasonal Pumpkin Spice Latte, made with 100 percent Arabica beans with hints of pumpkin and cinnamon flavors, and provide the branded photo booth; **Estrella Jalisco**; and **89.3 KPCC**. **Uber** serves as the event partner.

"*Siempre Mujer* is committed to helping our Latino community thrive," says *Siempre Mujer* Associate Publisher Veronica Viviana Wilson. "We're excited to team up with our event partners on this inspirational, fun and unique program, and work together to benefit this celebrated cultural institution."

For more information, please visit <https://www.molaa.org/events/poderosas-para-siempre-celebration-women-past-present/>.

ABOUT SIEMPRE MUJER

Launched in 2005 by Meredith Corporation (NYSE: MDP, www.meredith.com), *Siempre Mujer* is the only magazine written for, by and about the modern U.S. Hispanic woman who is actualizing her goal of success. With fresh, authentic and inspiring content, *Siempre Mujer* has become one of the leading Spanish-language women's magazines and the Latina's source for the things she cares about most; beauty, style, fitness, fashion, arts, culture, and career, helping her be the best woman she can be—a leader, a doer, and a role model. *Siempre Mujer* reaches 1.8 million readers every issue, and is published 6 times a year. SiempreMujer.com provides the latest in beauty and fashion trends, and original editorial content about relationships, current events, celebrity news and entertainment.

ABOUT THE MUSEUM OF LATIN AMERICAN ART (MOLAA)

The Museum of Latin American Art (MOLAA) was founded in 1996 in Long Beach, California and serves the greater Los Angeles area. MOLAA is the only museum in the United States dedicated to modern and contemporary Latin American art. Since its inception, MOLAA has doubled in size and continues to expand its permanent collection, ranging from works by Tamayo and Matta to Cruz-Diez, Los Carpinteros and Tunga. With its physical expansion complete, MOLAA's focus is on strengthening its position as a multidisciplinary institution providing cross-cultural dialogue.

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/siempre-mujer-and-the-museum-of-latin-american-art-host-third-annual-day-of-the-dead-celebration-honoring-women-of-past-present-300333957.html>

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