

Beat: Local

## **SIEMPRE MUJER & THE NATIONAL MUSEUM OF MEXICAN ART HOST INAUGURAL DAY OF THE DEAD**

### **EVENT THEME - LOVE NEVER DIES**

PARIS - NEW YORK, 15.10.2015, 18:07 Time

**USPA NEWS** - Siempre Mujer, the largest Spanish-language lifestyle magazine for Latinas in the U.S., today announced that it is partnering with the National Museum of Mexican Art (NMMA), one of the most prominent Latino organizations in the country and the only Latino museum accredited by...

Siempre Mujer, the largest Spanish-language lifestyle magazine for Latinas in the U.S., today announced that it is partnering with the National Museum of Mexican Art (NMMA), one of the most prominent Latino organizations in the country and the only Latino museum accredited by the American Association of Museums, to host the inaugural Day of the Dead : Love Never Dies fundraising ball, celebrating the spirits of the living and the dead, and commemorating the traditional Mexican holiday rapidly gaining popularity in America and around the world.

The ticketed event, held at NMMA in Chicago on Friday, Nov. 6, at 7 p.m., is open to the public. Tickets are available both online and at the door. Proceeds from ticket sales and the silent auction will benefit the museum's educational programs.

The Love Never Dies fundraising ball is an artistic celebration of eternal love through the visual, performing and culinary arts. The event is expected to attract more than 500 leaders in art, media, entertainment, politics, philanthropy and business.

The ball caps off a week of exciting Day of the Dead activities taking place around the museum and the city of Chicago, and coincides with NMMA's annual Day of the Dead exhibition, which attracts more than 60,000 visitors every year and is the largest and most celebrated of its kind in the country. This year's exhibition, called La Muerte Nina: Day of the Dead, is dedicated to the 43 students from the Ayotzinapa, Guerrero Teachers College who have been missing since September 2014, and features traditional altars, installations, folk art, paintings and sculptures specially created for NMMA by more than 90 artists of Mexican descent from both sides of the border.

The exhibit runs from Sept. 18 through Dec. 13. Siempre Mujer is the Official Media Partner of the event.

The National Museum of Mexican Art showcases 3,500 years of creativity from both sides of the Mexican border, connecting visitors to the diversity of authentic Mexican art and culture. Works from the Chicago museum's 8,500-piece Permanent Collection are exhibited in its bilingual galleries, and the museum's location in Pilsen allows for a total immersion in the richness of Mexico's culture. Admission is always free at the National Museum of Mexican Art, the only nationally accredited Latino museum in the United States.

Source : Siempre Mujer

#### **Article online:**

<https://www.uspa24.com/bericht-5792/siempre-mujer-undthe-national-museum-of-mexican-art-host-inaugural-day-of-the-dead.html>

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Official Federal Reg. No. 7442619