

A Unique Cultural Experience

# McKinney Dia de los Muertos

OCTOBER 11, 2025



# The McKinney Día de los Muertos Planning Committee

In partnership with the McKinney Chamber Foundation, our planning committee is made of volunteers across the community.



Our Executive  
Committee:



Theresa Strange Johnston



Blynda Christian



Wendy Kidd



## OUR MISSION

The mission of McKinney Día de los Muertos is to celebrate and honor the rich cultural heritage of the Latin American and Hispanic community in McKinney, Texas, and surrounding areas by organizing an inclusive and vibrant festival that educates, entertains, and brings people together.

Our mission is rooted in respect, appreciation, and preservation of the traditions associated with Día de los Muertos, while also encouraging dialogue and recognizing the diverse contributions of the Latin American and Hispanic community to our society.

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CELEBRATING 5 YEARS!

# Community Support 2024



## McKinney Dia de los Muertos 2024

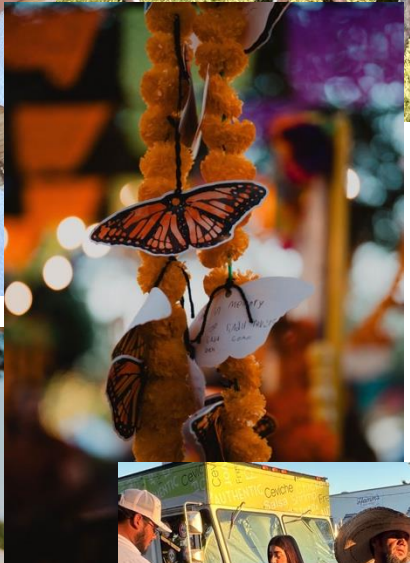
The event will take place on Church Street, showcasing a vibrant celebration of various Hispanic heritages and cultures. This celebration aims to create a rich atmosphere that immerses attendees in the diversity of Hispanic traditions.

A key feature of the event is the Catrín/Catrina Contest, which embraces the colorful customs associated with Día de los Muertos. Participants are encouraged to don costumes that reflect the traditions and elements of this meaningful occasion.

In addition to entertainment and contests, the day will be filled with engaging activities that cater to all ages. Attendees can enjoy face painting, write messages on monarch butterflies, contribute to a Memory Tree, and explore various arts and crafts. The event serves as an opportunity to learn about and actively participate in Día de los Muertos traditions.

Organizers also plan to announce an exciting lineup of food trucks, adding a culinary aspect to the day's festivities. The event is poised to







# New for 2025

- Placing Monarch Messages around the square the week of the event
- Strolling Catrina and Mariachis from the square to the park
- Scholarship presentation – recipient chosen through AEYL





## Marketing & Promotion Plan for MCDC Grant

\$15,000

**Goal:** Continue to attract attendees from in and out of state to McKinney, educate them on the Day of the Dead traditions, and create a family friendly event for our community

- Pre-Event Marketing Materials (promo videos, flyers, yard signs) \$2,000
- Local Newspapers (Community Impact and Star Local Media) \$2,750
- KLAK Radio and affiliated stations \$4,700
- Social Media Ads \$2,000
- Professional Website Content \$3,550



QUESTIONS?