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REACH OUT

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The 2nd Annual Dia de los Muertos Jurupa Valley a Huge Success

Jurupa Valley, CA — November 1, 2023 — Reach Out (we-reachout.org) is a nonprofit 501 (c) (3) organization that has been serving the inland region of Southern California for over 50 years. Reach Out recently held its 2nd Annual Dia de los Muertos Jurupa Valley on Saturday, October 21 at the picturesque Rancho Jurupa Regional Park. This free community event exceeded last year's attendance with over 4,000 local and surrounding residents attending.

Aside from honoring loved ones with altars, there were also lots of food and art vendors, Aztec dancers, ballet folklorico, mariachi, and live musical performers such as Los Rockin Slugs, Los Guipos con A, La Gran Sonora de Colombia, and closing the stage was Felipe Orozco y la Banda. Wrestlers from the Empire Wrestling Federation captivated the crowds throughout the day performing hair-raising stunts at the ring in the center of all the event festivities. In addition, equestrian teams including escaramuzas and charros gallantly paraded around the arena mesmerizing onlookers with fancy riding techniques such as side-saddle. New to the event this year was a Catrina contest where the top three best costumes were presented with prizes.

Dia de los Muertos Jurupa Valley brought community members together from all walks of life creating a sense of cohesiveness to celebrate cultural traditions. Special guests in attendance included Senator Richard Roth, City of Jurupa Valley Mayor Pro-Tem Guillermo Silva, Council Member Leslie Altamirano, and a representative from the Office of Assembly Member Sabrina Cervantes.

The 2nd Annual Dia de los Muertos event would not have been possible without the generous support of its community partners: Edison International, Riverside County Regional Park and Open Space District, Burrtec Waste, Inland Empire Health Plan (IEHP), L.A. Circus, San Bernardino County Medical Society, GoPrint, First 5, Latino Health Collaborative, Altura Credit Union, Tijuana's Produce, and Old School 104.7-FM.

For more information about Reach Out, visit we-reachout.org.

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About REACH OUT

Reach Out is a large non-profit 501(c)(3) organization that has been serving the Inland Region of Southern California for over 50 years. Reach Out's mission is to strengthen communities by bringing people together to solve our region's toughest issues: breaking barriers to educational achievement, expanding economic opportunities, and creating safe, healthy, and innovative communities. Reach Out's core work of strengthening communities takes many forms, from direct services to youth and families, to deep root cause work in building the health and quality of life of our region. Reach Out is overseen by Executive Director, Diana Fox, and has three locations: the main office in Upland, and two additional offices in Jurupa Valley and Yucca Valley. **Reach Out was recognized as one of the '2023 Nonprofit of the Year' by State Senator Richard Roth.** For more information visit we-reachout.org, or contact 909.982.8641.