

# DÍA DE LOS MUERTOS

WACO, TX

presented by   
Your Bank for Life

## IMPACT REPORT

The third annual Dia de los Muertos Parade and Festival highlighted Waco's Hispanic community, showcasing the rich cultural heritage of this holiday. We appreciate your support and eagerly anticipate expanding this incredible celebration of life, culture, and community on November 2, 2024!



**54** Parade Participants



Musicians and Performers Hired

**55**

**56** Local Vendors and Food Trucks



**6.5K** Community Attendees

*"We had a blast at the Dia de los Muertos Waco Parade and Festival! It was great spending time with everyone and celebrating this tradition!"*

*-2023 Dia de los Muertos Parade Participant*

**257K** Impressions on Facebook & Instagram



**17** Press Coverage (articles, interviews, etc.)



**9 OUT OF 10** People are eager to return next year



Scan here to see more from Dia de los Muertos Waco 2023!

