



16335 E. 14th St.  
San Leandro, CA 94578  
(510) 481-4500

REACH ASHLAND YOUTH CENTER [www.REACHASHLAND.org](http://www.REACHASHLAND.org)  
A project operated by Alameda County Health Care Services Agency

## **FOR IMMEDIATE RELEASE**

### **Contacts:**

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## **Media Advisory**

**What:** *Dias de los Muertos* (Days of the Dead) community celebration. There will be entertainment, traditional refreshments, and a handmade *ofrenda* where the community is encouraged to contribute by bringing any photos of loved ones or historic figures they wish to remember along with other offerings such as fruit, candles, toys, and mementos. Attached is a Youtube video from the 2013 event. <http://www.youtube.com/watch?v=khHYAMtW5EY&feature=youtu.be>

The event is sponsored by The REACH Ashland Youth Center with special thanks to the Alameda County Arts Commission's Arts & Creativity Program, La Clinica de la Raza's Fuente Wellness Center, and the Alameda County Library.

**Where:** REACH Ashland Youth Center's Outdoor Amphitheatre  
16335 E. 14<sup>th</sup> Street, San Leandro, CA 94578

**When:** Thursday, November 6, 2014 from 5:00 p.m. – 7:00 p.m.

**Who:** The event is open to all REACH Ashland Youth Center members, community members, partners, and the media. Program participants and staff will be available for media interviews.

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REACH serves youth ages 11-24 who live throughout Alameda County with a focus on the Ashland Cherryland unincorporated communities that are known for poverty, crime, and chronic health conditions. Its mission is to honor youth power and build community resilience.

