

# NEWS

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## Photos: Credit Fresno Chaffee Zoo

[https://www.dropbox.com/scl/fo/n77rpyhp104terr7ckv2k/ALmdZXrZSmD\\_2ohTyNzWPNA?rlkey=u95eoet7z23ikhj2in4vdc3ow&st=jynorjzo&dl=0](https://www.dropbox.com/scl/fo/n77rpyhp104terr7ckv2k/ALmdZXrZSmD_2ohTyNzWPNA?rlkey=u95eoet7z23ikhj2in4vdc3ow&st=jynorjzo&dl=0)

## **FRESNO CHAFFEE ZOO CELEBRATES DIA DE LOS MUERTOS IN PARTNERSHIP WITH BINATIONAL FOR THE 2<sup>ND</sup> YEAR**

**FRESNO (October 28, 2024)** - Fresno Chaffee Zoo is excited to partner with Binational of Central California for the second year to celebrate Dia de los Muertos on Sunday, November 3rd from 9 a.m. to 3 p.m. The event will highlight the Mexican culture with local artists, food vendors, folklorico dancers, and musicians.

"Fresno Chaffee Zoo is committed to building community and creating a space for people to connect and learn about wildlife. Dia de los Muertos is a significant cultural event that allows us to foster community engagement and celebrate diversity. This event promotes understanding, appreciation, and respect for different traditions and cultures, while at the same time providing an opportunity for the guests to engage in conservation," said Sean den Bok, Chief of Education and Engagement at Fresno Chaffee Zoo.

"We embark on this beautiful journey with the Fresno Chaffee Zoo, celebrating Dia de los Muertos as a vibrant and heartfelt tribute to life and memory. With deep love, we honor our ancestors and embrace the colorful tapestry of our culture, which makes the Central Valley a uniquely wonderful place in the world," said Ricardo Castorena, President and CEO of Binational of California.

Ofrenda art will be displayed throughout the Zoo showcasing the colorful traditions that honor loved ones who have passed. Guests will have the opportunity to participate in family-friendly activities and learn about the significance of this important cultural celebration. This event is included with your admission to the Zoo. Tickets can be purchased on the Zoo's website [fresnochaffeezoo.org](http://fresnochaffeezoo.org).

**When:** Sunday, November 3rd  
9:00 a.m. to 3:00 p.m.

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*"Fresno Chaffee Zoo inspires people to care for animals, create connections, build community, and save wildlife."*

