

**LATIN AMERICAN
CELEBRATIONS TO
ADD TO YOUR
HOLIDAY MARKETING
CALENDAR**

DÍA DE LOS MUERTOS

Of course we're going to start with Day of the Dead. Celebrated on November 1st and 2nd, this holiday honors deceased loved ones with altars, offerings, and gatherings at cemeteries. It's widely celebrated in Mexico but also observed in other Latin American countries.

DÍA DE LOS REYES MAGOS

(Three Kings' Day): January 6th marks the celebration of the Three Wise Men who visited the baby Jesus. It is a significant holiday in many Latin American countries and often involves parades, gift-giving, and special foods like Rosca de Reyes.

CARNIVAL

This pre-Lenten festival is celebrated with colorful parades, music, dance, and elaborate costumes. Brazil's Carnival is world-famous, but many other Latin American countries, such as Colombia, Mexico, and Uruguay, also have their own unique celebrations.

EL CINCO DE MAYO

Though more widely celebrated in the United States, Cinco de Mayo commemorates the Mexican army's victory over the French at the Battle of Puebla on May 5th, 1862. It's a day of Mexican pride and heritage.

NOCHE DE SAN JUAN (ST JOHN)

Or Saint John's Eve, is an unofficial holiday observed on June 23 to celebrate the birth of Saint John the Baptist. Many Puerto Ricans celebrate this holiday on the beach. As midnight approaches, locals at the beach, plunge in backward at the stroke of midnight to rid their lives of negativity and bring good luck.

INTI RAYMI

Held on June 24th in Peru, Inti Raymi is an ancient Incan festival celebrating the winter solstice and the sun god, Inti. It includes colorful ceremonies and reenactments.

DÍA DE LA INDEPENDENCIA

Each Latin American country has its own Independence Day from Spanish colonial rule. Dates for Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua are September 15th and September 16th for Mexico, but it's important to note that the Mexican Cry of Dolores (the call for independence) also started on September 15th.

NAVIDAD

Christmas in Latin America is a festive and religious holiday, often beginning with celebrations on December 16th, known as Las Posadas, and culminating on December 24th and 25th with feasting, music, and religious ceremonies.

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DÍA DE LA RAZA

Celebrated on October 12th, this holiday commemorates the encounter of cultures following Christopher Columbus's arrival in the Americas. While the direct translation for "raza" is "race", it is culturally understood as "the people." A common and malicious misconception appropriated by American conservatism.

SEMANA SANTA

Holy Week - The week leading up to Easter Sunday is a significant Catholic observance with various events, processions, and activities across Latin America.

LA FIESTA DE LA VIRGEN DE GUADALU- PE

Celebrated on December 12th, this religious holiday is one of the most important in Mexico and honors the Virgin Mary, specifically her appearance to the indigenous peasant Juan Diego in 1531, who wasn't canonized until July 31, 2002, by Pope John Paul II.

DÍA NACIONAL DE LA PACHAMA- MA

Celebrated on August 1st in Argentina and other Andean countries, this holiday pays homage to Pachamama, the goddess of Mother Earth, with offerings and rituals.

FIN

There are many more holidays, religious, non-official, and specific to even regions of certain countries in Latin America.

Use this list as a starting point to learn more about the origins of their celebrations and how your brand can add value to their festivities and sense of community, but not just for the sake of selling to them.