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IMAS Invites the Community to Celebrate Día de los Muertos with Annual Festival & Market

McAllen, TX – The International Museum of Art & Science (IMAS) invites families and friends from across the Rio Grande Valley to gather in celebration of Día de los Muertos during the museum’s annual *Día de los Muertos Festival & Market* on Saturday, October 10, 2026, from 10 a.m. to 5 p.m. The event is supported by H-E-B Helping Here and offers visitors an opportunity to honor loved ones through art, culture, tradition, music, food, and hands-on activities.

Día de los Muertos is a time to remember and celebrate those who have passed while honoring the traditions and cultural practices that bring families and communities together. A central part of this year’s celebration is the annual Community Altar Exhibition, which will be on view in the museum’s Welcome Pavilion from September 30 through November 1. This year’s theme, “Awe-Inspiring Advocates,” honors leaders who paved the way for a better future. Created by schools, organizations, clubs, and businesses from throughout the Rio Grande Valley, the community altars offer visitors an opportunity to reflect on the individuals whose lives and contributions have made a lasting impact on their communities.

Throughout the festival, visitors can explore the museum’s galleries and participate in activities designed for all ages. Sugar skull decorating will be available for \$5 per participant while supplies last. The festival will also feature performances throughout the day celebrating the rich cultural traditions of the Rio Grande Valley. Scheduled performances include DanzArt Centro Dancistico, the McHi Mariachi Team, Mission Parks and Recreation Folklórico, UTRGV Ballet Folklórico, and Solstice Dance Conservatory.

Visitors can play traditional Lotería throughout the day and participate in hands-on crafts in the McAllen Public Utility BioZone and Ann Moore Art Studio.

The Market at the Museum will bring together local artisans, food vendors, and businesses for visitors to explore and support throughout the celebration. A few of the vendors attendees can look forward to include Written Charm Bookshop, Ivanna's Custom Blooms, and La Lombriz Parada, alongside many other local vendors. The festival's market is part of IMAS' ongoing effort to provide opportunities for local artists, makers, and businesses to connect with the community through art and culture.

"Día de los Muertos is an opportunity for our community to come together to honor those who came before us while celebrating the traditions, creativity, and connections that continue to shape our community," said Roni Cortez, Director of Education. "We invite families and visitors of all ages to join us at IMAS for a day filled with art, music, cultural traditions, and meaningful opportunities to celebrate together."

The International Museum of Art & Science is located at 1900 W. Nolana Ave. in McAllen. General admission includes access to the festival, market, exhibits, and community altars, while IMAS members receive free admission. Discounts available for WIC/EBT, public school educators, veterans and active military, and first responders.

For more information about the 2026 Día de los Muertos Festival & Market, including event details and vendor information, visit themasonline.org/dia-de-los-muertos/. For additional information, contact IMAS at (956) 681-2800.

About the International Museum of Art & Science (IMAS)

Located in the Rio Grande Valley, the International Museum of Art & Science (IMAS) inspires visitors of all ages to explore the world of art and science. Through its diverse exhibitions, collections, and educational programs, IMAS empowers learners to pursue their passions and discover new interests. Accredited by the American Alliance of Museums and a Smithsonian Affiliate, IMAS is located at 1900 W. Nolana Avenue in McAllen, Texas. The museum is open Wednesday through Saturday from 10:00 a.m. to 5:00 p.m. and Sunday from 1:00 p.m. to 5:00 p.m. For more information on admission, events, and programs, visit themasonline.org or call (956) 681-2800.

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Guests participate in hands-on Día de los Muertos activities during the 2025 Día de los Muertos Festival at the International Museum of Art & Science, celebrating cultural traditions, creativity, and community through art and family-friendly experiences.



Community altars honoring loved ones are on display during IMAS's 2025 Día de los Muertos Festival.