

# the Book of Life

LEARN ABOUT

## THE DAY OF THE DEAD

INSPIRED BY THE BEAUTY OF MEXICO AND THE DAY OF THE DEAD HOLIDAY, THE NEW ANIMATED MOVIE THE BOOK OF LIFE TAKES OUR HERO MANOLO ON AN INCREDIBLE ADVENTURE THAT SPANS THREE FANTASTICAL WORLDS. BEFORE SEEING THE FILM IN CINEMAS, HERE ARE A FEW FUN FACTS ABOUT THE DAY OF THE DEAD!

ON BLU-RAY DVD & DIGITAL HD

The most representative flower of the day is called "Cempasuchil" (yellow marigold). The smell of the flower attracts the souls of the departed, drawing them back to the living.

The colorful & festive skull or "calavera" is the most recognizable icon of the holiday.

The Day of the Dead is celebrated November 2nd.

"Pan de muerto" is a type of sweet roll baked during the weeks leading up to the Day of the Dead.