
Día de los Muertos-Inspired Film Tops US Box Office on Debut

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“Coco” tops the U.S. box office on debut, raking in \$71.2 million over the five-day Thanksgiving holiday weekend.

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The film – which centers on Mexico’s Día de los Muertos celebration – became the highest grossing film in the Latin American country’s history (\$53.4 million to date), when it opened four weeks ago.

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“Pixar not only focused on telling a good story, they focused on making the film as culturally relevant as possible. I think that’s one of the things that make the film feel authentic for all audiences, and particularly Hispanic audiences, although this

is a story that resonates with everyone," says Disney distribution chief Dave Hollis.

"Coco" is the fourth-best Thanksgiving opening of all time, trailing only "Toy Story 2", "Frozen" and "Moana."

"It's another win for the Pixar brand," Dergarabedian added.

The animated feature managed to beat out second-weeker and DC Comics heavyweight, Justice League, which fell 57% from its opening week.

"Coco" also debuted in China and is currently tracking to become Pixar's biggest hit in a country, making \$18.2 million so far, after a 25 percent boost from Friday to Saturday receipts.
