This talk examines the transformation of a local Afro-Catholic religious festival (the festival of Our Lady of Good Death celebrated by the Sisterhood of Our Lady of the Good Death in Cachoeira, Bahia) from a local celebration to heritage of the state and a tourist attraction. It focuses on the critical period from the 1970s to the 1990s during which Afro-Brazilian culture became an increasingly important political, economic and cultural “resource” in Bahia. In 1989, the Sisterhood of Our Lady of the Good Death entered into a legal conflict with the Catholic Church over the ownership of the images and objects used in the festival, precipitating something of a national scandal. In this talk, Selka explores how various groups - especially politicians, artists and tourists - came to the Sisterhood’s defense during this conflict and how, in the process, the Sisterhood expanded from a religious organization to a legal, political and cultural one.