

FOR IMMEDIATE RELEASE

**EI MUSEO DEL BARRIO
PRESENTS THE
37th ANNUAL
THREE KINGS DAY PARADE
MON., JANUARY 6, 2014
11AM-12:30PM**

*Community kick-off breakfast at
9:00am with the Kings, Madrinas,
Padrinos, and Elected Officials*



NEW YORK, NY, December 2, 2013 – El Museo del Barrio will celebrate its 37th Annual Three Kings Day Parade on Monday, January 6, 2014 from 11:00am to 12:30pm. The time-honored holiday procession will include Honorary Kings, *Madrinas*, *Padrinos*, thousands of school children, live camels, gigantic hand-made puppets, and performers who will bring lively music and colorful dancing to the streets of El Barrio. This year's central theme is "Wellness," as it relates to mind, body, and spirit, as well as in our community. The parade route begins at 106th Street and Lexington Avenue and ends at local enclave, La Marqueta, on 115th Street and Park Avenue.

Last year, more than 3,800 people participated in the parade, including classes representing nearly 45 New York City schools. Families, community members, organizations, school groups, and local businesses are encouraged to participate. Early registration is strongly recommended. For registration forms and more information, visit www.elmuseo.org/3K2014.

This year, we are excited to unveil new headdresses for our honorees. Designed by Artist Lina Puerta, and Costume Designer Lucy Karanfilian, the pieces honor cultural Latino icons, such as Celia Cruz, Antonia Pantoja, Pedro Pietri, Rafael Tufiño, and others. For more information, visit www.elmuseo.org/3K2014.

PARADE HONOREES

Each year, El Museo, along with community members from our Steering Committee, select a number of amazing individuals that have demonstrated meaningful service and commitment to El Barrio and Latino communities throughout New York City; The Three Kings, *Madrinas*, and *Padrinos*. At the helm of the parade will be El Museo's King Emeritus, **Jesús "Papoletto" Meléndez**, Poet, Playwright, Performance Artist, and Honorary King for over a decade. This year's Three Honorary Kings are Professor of Surgery, Co-Director of the Stony Brook University Heart Institute and Deputy-Chief of the Division of Cardiothoracic Surgery **Dr. Harold Fernandez**; Grammy-nominated Drummer, Percussionist, and Composer **Bobby Sanabria**; and Housing, Health, Education, and Environmental Advocate **Carmen Vasquez**.

This year's *Madrinas* and *Padrinos* are Owner of La Casa Azul Bookstore, **Aurora Anaya-Cerda**; Poet and Activist, **Sonia Guinarsaca**; Artist, **Yasmin Hernandez**; Educator, **Josephine Mangual**; Community Activist, **Norma Ojeda**; Percussionist, Arranger, and Bandleader, **Louis**

Bauzo; Actor, Comedian, and Producer, **Victor Cruz**; Research Assistant, Smithsonian National Museum of the American Indian, **Jorge Estevez**; Founder and Artistic Director, Teatro Círculo, **Jose ‘Cheo’ Olivares**; and Activist, Youth Mentor, Actor, and Weaver of Dreams, **Roberto ‘Simply Rob’ Vassilarakis**. Full bios are available on www.elmuseo.org/3K2014-Honorees.

PARADE TALENT

Among the great lineup of talent participating in the festivities this year are the **Marching Cobras of New York**, a lively drum line of talented teens and young adults under the leadership of band director Terrel Stowers. The Marching Cobras aim to enrich the lives of teens by providing opportunities for artistic expression and teen development through music, marching, dance, and entertainment. Most notably, the Marching Cobras will be participating in the NFL Super Bowl event on January 29, 2014 leading the Vince Lombardi trophy down Super Bowl Blvd in NYC, as well as performing pregame at the Super Bowl on Feb 2, 2014. For more info, visit www.marchingcobrasny.org.

BombaYo will bring new energy to a centuries-old Afro-Puerto Rican music and dance tradition down Third Avenue! A youth project dedicated to preserving the rich Afro-Puerto Rican tradition of Bomba, under the direction of Jose L. Ortiz, aka Dr. Drum, and Melinda Gonzalez, BombaYo emerges from the streets and schoolyards of the Bronx, where salsa and hip-hop were born. For more info, visit www.bombayo.org.

HOLIDAY RECIPES AND SOUNTRACK

In the spirit of wellness, we have provided healthy recipes of favorite holiday meals and treats you can prepare at home for the holidays. Check out our website for healthier interpretations of Colombian-style pernil, arroz con gandules, arroz con dulce and so much more! <http://www.elmuseo.org/3k2014-holiday-recipes/>.

Three Kings Day would not be complete without *música*! Our amazing staff has compiled a list of holiday-hit songs such as *parranda* (party) tunes, as well as *aguinaldos* (holiday songs). Check out El Museo’s Three Kings soundtrack available via Soundcloud, www.soundcloud.com/elmuseo.

SPONSORS

El Museo del Barrio’s 37th Annual Three Kings Day Parade is sponsored by the New York Yankees, White Rose, Con Edison, EmblemHealth, The Mount Sinai Medical Center, The New York Academy of Medicine, Continental Food and Beverage, Manhattan North Management Company/Tahl Propp Equities, and Harlem RBI. Media partners are WXTV Univision 41 and UniMás. Additional support provided by the Manhattan Borough President, Scott Stringer; the New York City Department of Parks & Recreation; and the New York City Council’s Manhattan Delegation.

El Museo del Barrio’s Education & Public Programs are made possible by Target, Altman Foundation, and The Milton & Sally Avery Arts Foundation, Inc. With the support of public funds from the New York State Council on the Arts, the New York City Department of Cultural Affairs in partnership with the New York City Council: Speaker Christine Quinn, Council Members Gale Brewer, Daniel Dromm, Inez Dickens, Daniel Garodnick, Robert Jackson, Melissa Mark-Viverito, and Annabel Palma; and The Hon. Domenic Recchia, Jr., Chair of the New York City Council Finance Committee.

ABOUT EL MUSEO

El Museo del Barrio, New York's leading Latino cultural institution welcomes visitors of all backgrounds to discover the artistic landscape of Latino, Caribbean, and Latin American cultures. Their richness is represented in El Museo's wide-ranging collections and critically acclaimed exhibitions, complemented by film, literary, visual and performing arts series, cultural celebrations, and educational programs. For more information on El Museo del Barrio, please visit www.elmuseo.org.

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