



## FOR IMMEDIATE RELEASE

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# EL MUSEO DEL BARRIO PRESENTS THE 41<sup>st</sup> ANNUAL THREE KINGS DAY PARADE + CELEBRATION Friday, January 5, 2018 | 11:00am - 12:30pm | El Barrio

### MEMBERS OF THE PRESS:

For attendance to Parade and Kick-Off Breakfast (8:30-10:15am) with Kings, *Madrinas*, *Padrinos*, and Elected Officials kindly RSVP to [rcortes@elmuseo.org](mailto:rcortes@elmuseo.org)

**NEW YORK, NY, December 27, 2017-** El Museo del Barrio will celebrate its 41<sup>st</sup> Annual Three Kings Day Parade on Friday, January 5, 2018 from 11am to 12:30pm with real camels, gigantic hand-made puppets, live music and performances, and more. Held in El Barrio (East Harlem), New York, the time-honored parade will begin at 106th Street and Lexington Avenue and end on 115th Street and Park Avenue. Immediately after the Parade from 1:00 - 3:00pm, we invite everyone to come back to El Museo del Barrio for an improv theater performance by **Teatro 220** and a *parranda* with **Bombazo Dance Company**.

This year, the Parade is celebrating 'Freedom Fighters,' those individuals in our community whose work promotes liberty and equality. Among the great lineup of talent and entertainment participating in the festivities this year are **Abya Yala Arte y Cultura; Annette A Aguilar & StringBeans; Bomba Yo!; Bombazo Dance Company; Fogo Azul Bateria Femenina; Gays Against Guns (G.A.G); KRT3S Dance Company; Los Pleneros de la 21; The Marching Cobras; The New York City Department of Parks and the Parks Enforcement Patrol; P.S./M.S. 57 Marching Band, Cheerleaders and Color Guard; Teatro 220;** and **Yackez**.

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 **Bárbara Hernández**, Actress and LGBTQ Activist; **Paola Mendoza**, Film Director and Author; and **Ana-Ofelia Rodriguez**, Director of Community Development, Broadway Housing Communities.

This year's *Madrinas* are **Sandra Garcia-Betancourt**, Poet, Writer, Arts Activist and Administrator; **Ana Maria López**, Assistant Professor of the Humanities Department/ Latin American and Caribbean Unit at Hostos Community College; **Nancy Pereira**, Family Leadership Coordinator, School District 4; **Vanessa Perez-Rosario, Ph.D.**, Associate Professor, Puerto Rican and Latino Studies at Brooklyn College; and **Jaritzta Taveras-Caba**, Director of Community Affairs, Manhattan North Management. Our *Padrinos* are **Jorge Merced**, Artistic Director, *Pregones/Puerto Rican Traveling Theater (PRTT)*; **M. Tony Peralta**, Designer/ Artist/ Creative Force, The Peralta Project; **Hatuey Ramos-Fermín**, Director of Programs and Community Engagement, The Laundromat Project; **Adrián 'Viajero' Román**, Visual Artist/ *Viajero Art*; and **Charlie Vázquez**, Deputy Director at Bronx Council on the Arts and Director, Bronx Writers Center.



## **DAY OF SCHEDULE**

**8:30am - 10:15am (El Café):** Kick-off breakfast with Honorary Kings, *Madrinas, Padrinos*, and Elected Officials. Open to the public.

**9:30am (106th and Madison Ave.):** Parade Check-in begins for Marchers

**11:00am - 12:30pm (El Barrio):** Parade begins at 106<sup>th</sup> Street and Park Ave. and goes east towards Third Avenue. Marchers make a left on Third Avenue until 116<sup>th</sup> Street, ending at 115th Street and Park Avenue.

**1:00pm - 3:00pm:** Celebrate the end of the parade back at El Museo del Barrio with an afternoon of bilingual improvisational theater with **Teatro 220** and live music with **Bombazo Dance Company**. Be sure to stop by La Tienda and support Puerto Rico through the purchase of donated art. All proceeds from the sale of those select works of art will be given to a local charity.

## **SPONSORS**

The 41<sup>ST</sup> Annual Three Kings Day Parade is made possible thanks to the generous support of the [New York Yankees](#), [Con Edison](#), [Mount Sinai](#), [Nielsen](#), [Spectrum](#), and [Tahl Propp/Manhattan North Management](#). Public support provided by the [Office of the Manhattan Borough President](#), [Gale Brewer](#). Media Partnership provided by [WXTV Univision](#), [UniMas Nueva York](#), [Univision Radio \(X96.3 and Wado1280\)](#). The [NYC Parks Department](#), Terrence Cardinal Cooke, and the [New York City Police Department](#) generously provide in-kind support.

## **ABOUT EL MUSEO DEL BARRIO**

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.

El Museo del Barrio is located at 1230 Fifth Avenue at 104 Street in New York City. The Museum's Galleries are currently undergoing renovations and will reopen to the public in the summer of 2018. For more information on these and other renovations, visit [www.elmuseo.org/under-construction](http://www.elmuseo.org/under-construction).

For more information on El Museo del Barrio, please visit [www.elmuseo.org](http://www.elmuseo.org). To connect with El Museo del Barrio via Social Media, follow us on Facebook at [Facebook.com/elmuseo](https://www.facebook.com/elmuseo), Instagram at [Instagram.com/elmuseo](https://www.instagram.com/elmuseo), and Twitter at [Twitter.com/elmuseo](https://www.twitter.com/elmuseo).

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