



FOR IMMEDIATE RELEASE

**EL MUSEO DEL BARRIO PRESENTS THE
42nd ANNUAL THREE KINGS DAY PARADE + CELEBRATION**

Friday, January 4, 2019

8:30 – 10:30am | Kick-Off Breakfast | El Museo

11:00am – 12:30pm | The Parade | El Barrio

1:00 – 3:00pm | Post-Celebration | El Museo

MEMBERS OF THE PRESS:

For attendance to Kick-Off Breakfast and Parade
kindly RSVP to press@elmuseo.org

NEW YORK, NY, November 27, 2018 - El Museo del Barrio will celebrate its 42nd Annual Three Kings Day Parade and Celebration on Friday, January 4, 2019 from 11am to 12:30pm, with camels, gigantic hand-made puppets, live music, 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 **Annette A Aguilar & StringBeans**.

This year, the Parade is celebrating ‘Advocacy in Action,’ honoring individuals in our community whose work promotes taking action and advocating for members of our community. Among the great lineup of talent and entertainment participating in the festivities this year are **Annette A Aguilar & StringBeans; BombaYo!; Fogo Azul Bateria Femenina; Los Pleneros de la 21; Teatro 220; Yackez**, among others.

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 **Hiram Maristany**, Artist and Photographer; **Jorge L. Ramos**, former Telemundo Senior Anchor; and **Dr. Betty A. Rosa**, President, B.D.J. & J. Associates LLC, and Chancellor, Board of Regents.

This year’s *Madrinas* are **Blanka Amezkua**, Community Activist/*Artista Visual*; **Ana “Rokafella” Garcia**, Choreographer/Educator; **Alicia Grullón**, Interdisciplinary Artist; **Nancy Mercado, Ph. D.**, Writer, Poet; and **Eileen Reyes-Arias**, Director, Intergovernmental Affairs, Mayor’s Office of Immigrant Affairs. Our *Padrinos* are **Marcel Agüeros**, Associate Professor, Department of Astronomy, Columbia University; **Gabriel “Kwikstep” Dionisio**, Choreographer/Educator; **Gonzalo Mercado** Executive Director/founder of La Colmena Community Job Center and New York Coordinator of the National Day Laborer Organizing Network (NDLON); **Henry Obispo**, CEO, Founder, Born Juice, LLC; and **Luis Reyes**, Director of Education



Center for Puerto Rican Studies, Hunter College, CUNY.

DAY OF SCHEDULE

- **8:30am – 10:15am (El Café):** Kick-off breakfast in El Café w/ 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 106th Street and Park Ave. and goes east towards Third Avenue. Marchers make a left on Third Avenue until 116th 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 Annette A Aguilar & StringBeans.

MARCH + VOLUNTEER WITH US

Families, community members, organizations, school groups, and local businesses are encouraged to participate. Early registration is strongly recommended. To register, please visit www.elmuseo.org/3k2019.

More than 5,000 people participate in our Three Kings Day Parade each year! Our volunteers accompany school groups along the route, distribute crowns to parade participants during the parade, and engage with children, families, and our general audience throughout the parade route. To volunteer please visit www.elmuseo.org/3k2019.

SPONSORS

The 42nd Annual Three Kings Day Parade is made possible thanks to the generous support of the [Con Edison](#), [Mount Sinai, Nielsen](#), and Tahl Propp/Manhattan North Management. In addition, 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, founded by a coalition of Puerto Rican parents, educators, artists, and activists, is the nation's leading Latino and Latin American cultural institution. The Museum welcomes visitors of all backgrounds to discover the artistic landscape of these communities through its extensive Permanent Collection, varied exhibitions and publications, bilingual public programs, educational activities, festivals, and special events.

The Museum is located at 1230 Fifth Avenue at 104th Street in New York City, and open Wednesday to Saturday from 11:00am – 6:00pm, and Sunday from 12:00 to 5:00pm. Admission is suggested.



To connect with El Museo del Barrio via Social Media, follow us on Facebook, Instagram and Twitter. For more information, please visit www.elmuseo.org.

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