



FOR IMMEDIATE RELEASE

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**EL MUSEO DEL BARRIO PRESENTS
ITS 40TH ANNUAL THREE KINGS DAY
PARADE + CELEBRATION**

Friday, January 6, 2017 @ 11:00am

MEMBERS OF THE PRESS:

For attendance to Parade and Kick-Off Breakfast w/ Kings, *Madrinas*, *Padrinos*, and Elected Officials kindly RSVP to alopez@elmuseo.org

NEW YORK, December 20, 2016- El Museo del Barrio will celebrate its 40th Annual Three Kings Day Parade on Friday, January 6, 2017 with real camels, *parrandas*, gigantic hand-made puppets, live music and performances in the streets of East Harlem, New York.

Our honorary Three Kings are Chef and Author, **Daisy Martinez**, Artist/Founder, *Somos Arte*, Co-founder, *Darryl Makes Comics*, **Edgardo Miranda-Rodriguez** and Chef/Founder of *La Morada Restaurant* Bronx, NY **Natalia Mendez**. Our King Emeritus is poet and author **Jesús "Papoletto" Meléndez** introducing our first parade Grand Marshall, *the Founder of Casa Pueblo New York-New Jersey*, **Lic. Jaime Lucero!**

The time-honored holiday will commemorate the parade's long trajectory and roots by giving recognition to individuals who have made significant contributions to the Latino community.

DAY OF SCHEDULE

8:30am, Breakfast in *El Café* w/ Honorary Kings, *madrinas*, *padrinos*, and Elected Officials

9:30am, Parade Check In starts

11:00am - 12:30pm, *El Barrio*. Parade begins at 106th St. and Park Ave. Continues up Lexington Ave. and ends at 115th St. and Park Ave.

12:00pm-1:00pm, *La Marqueta*. Celebrate the end of the parade at *La Marqueta!* Sponsored by Speaker Melissa Mark-Viverito, La Marqueta Retoña, Acacia Network,



and the New York City Economic Development Corporation.

1:00pm-2:00pm - Celebration continues @ El Museo featuring Live Music + Free Gallery Admission

VOLUNTEER

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 for 3K2017 kindly email volunteers@elmuseo.org.

PARADE HONOREES

Each year, El Museo, along with community members from our Steering Committee, select a number of outstanding individuals that have demonstrated meaningful services and commitment to El Barrio and Latino communities throughout New York City: The Three Kings, *Madrinas*, and *Padrinos*.

KING EMERITUS

JESÚS "PAPOLETO" MELÉNDEZ

Poet, Playwright, Performance Artist and long-time El Barrio resident

GRAND MARSHALL

LIC. JAIME LUCERO

Founder, Casa Puebla New York-New Jersey

MADRINAS

MARIA APONTE

Poet, Performance Artist, Community Arts Activist, and Educator

VIOLETA GALAGARZA

Choreographer and Founder, Keep Rising to the Top aka K3RT

LIBERTAD O. GUERRA

Acting Director and Chief Curator of the Loisaida Inc. Cultural Center

ANGÉLICA M. INFANTE GREEN

Deputy Commissioner of the New York State Education Department's Office of Instructional Support

WANDA SALAMAN

Executive Director, Mothers on the Move

PADRINOS

GUILLERMO CHACÓN

President of the Latino Commission on AIDS/Founder of the Hispanic Health Network



DAVID GIORDANO

Director, The Children's Aid Society East Harlem Center

JUAN J. GUTIÉRREZ RODRÍGUEZ

Director and Founder Los Pleneros de la 21

ARNALDO J. LÓPEZ, Ph.D

Arts Manager and Development Strategist, Pregones / Puerto Rican Traveling Theater

ANDREW J. PADILLA

Filmmaker, educator and independent Journalist

POST-HUMOUS HONOREES

As part the parade, we honor, posthumously, those who have made significant contributions to El Barrio and to Latino communities everywhere through their hard work and dedication, thereby opening the doors to the next generation of Latinos. Inspiring, courageous, and relentless, these individuals fearlessly shared their struggle, stories, and vision and fought for what was just and right. El Museo del Barrio honors their legacy and will continue this tradition for years to come.

STEERING COMMITTEE

El Museo del Barrio would like to thank the following Steering Committee members for their tireless efforts and steadfast dedication to this year's Three Kings Day Parade celebration: Diana Ayala, *Office of NYC Council Speaker Melissa Mark-Viverito*; Leenda Bonilla, *Partnership for Parks*; Jason Cruz, *Office of Assemblyman Robert Rodriguez* NOT A MEMBER; Roberto G. Lebron, *Office of the Attorney General Eric T. Schneiderman*; Christine Licata, *Casita Maria, Inc.*; Alberto Minotta, *ProyectoBBRAVO*; Emily Parkey, *DREAM Charter School/Harlem RBI*; Eric Rivera, *Office of Senator Jose M. Serrano*; Alicia Rodriguez, *Institute for the Puerto Rican/Hispanic Elderly, Inc.*; Joe Rogers Jr., *Total Equity Now*; Nina Saxon, *Office of New York City Comptroller Scott M. Stringer*; Taina Traverso, *Taina Touch Enterprize, Inc.*; Carmen Vasquez, *Community Advocate*; Eileen Reyes-Arias *Mayor's Office of Immigrant Affairs*; Martiza Carmona *Friends of the Highline*; Jaliz Albanese and Karla Ruiz, *Teachers College*; Adrián "Viajero" Román, *Visual Artist/Viajero Art*.

SPONSORS

The 40th Annual Three Kings Day Parade is made possible thanks to the generous support of [New York Yankees](#), [Tahl Propp/Manhattan North Management](#), [Con Edison](#), [Nielsen](#), [Blumenfeld Development Group](#) and [Harlem RBI](#).

MEDIA SPONSORSHIP

Media Sponsorship provided by [Diario de Mexico](#).



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. Hours are Wednesday through Saturday, 11am to 6pm and Sundays from 12pm to 5pm. Admission is suggested.

For more information on El Museo del Barrio, please visit www.elmuseo.org.

To connect with El Museo del Barrio via Social Media, follow us on Facebook at Facebook.com/elmuseo, Instagram at Instagram.com/elmuseo, and Twitter at Twitter.com/elmuseo.

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