



FOR IMMEDIATE RELEASE

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EL MUSEO DEL BARRIO
PRESENTS ITS 38TH ANNUAL
THREE KINGS DAY
PARADE+CELEBRATION
TUES. JAN. 6, 2015 | 11:00am - 2:00pm

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

PRESS RSVP: calvarez@elmuseo.org



NEW YORK, NY Jan. 6, 2015 - El Museo del Barrio will celebrate its 38th Annual Three Kings Day Parade on Tuesday, January 6, 2015 from 11:00am to 2:00pm. The parade route begins at 106th Street and Lexington Avenue and ends at El Barrio landmark, La Marqueta, on 115th Street and Park Avenue.

Immediately following the parade (12:00pm - 1:00pm), join us to celebrate with traditional Puerto Rican music and food. Sponsored by Speaker Melissa Mark-Viverito, La Marqueta Retoña, Acacia Network, and the New York City Economic Development Corporation. The festivities continue at El Museo (1:00pm - 2:00pm) with live music by Pablo Mayor and friends, and free admission to Las Galerías.

This year, El Museo celebrates the work of the parade's founder (and former El Museo director) **Jack Agüeros** by honoring those who have dedicated themselves to building a space for Latino culture in NYC, thereby celebrating a legacy of cultural vitality. Once again, 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.

MARCH WITH US!

Each year, an average of 4,000 people participate in the parade, including classes representing nearly 40 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 <http://www.elmuseo.org/3k2015-registration/>

PARADE HONOREES

Each year, El Museo, along with community members from our Steering Committee, select a number of outstanding 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 **Tom Finkelpearl**, Commissioner of the New York City Department of Cultural Affairs; **Juan Gonzalez**, Author, *New York Daily News* columnist, and co-host of Democracy Now!; and **Deborah Quiñones**, El Barrio community leader and founder, International Coquito Federation.

This year's Madrinas are **Petrushka Bazin Larsen**, Independent Curator Program Director at The Laundromat Project; **Susan R. Delvalle**, Executive Director, Sugar Hill Children's Museum of Art & Storytelling; **María Román Dumén**, Co-Founder and Past President, National Puerto Rican Day Parade, Inc.; **Judith Escalona**, Executive Director and Founder, Puerto Rico and the American Dream. Film Production Professor, The City College of New York. Director, MediaNoche Gallery; and **Mónica Tavares**, Chief of Staff to the Office of Communications and External Affairs at the NYC Department of Education. Our padrinos are **Felix Leo Campos**, Creator, After Dark CATV PRO, La Fortaleza Project, and HERspanic; **Gonzalo Casals**, Director of Public Programs, Education & Community Engagement at Friends of the High Line; **Pablo Mayor**, Founder and Director of Folklore Urbano; and Special Events, Performing Arts, Jazz and Colombian Music, Boys and Girls Harbor; **Danny R. Peralta**, Director of Arts & Education, The Point CDC; and **Gustavo "Gus" Rosado**, Executive Director and Founder of El Barrio's Operation Fightback.

Our honorees will don headdresses designed by Artist Lina Puerta, and Costume Designer Lucy Karanfilian, the pieces honor cultural Latino icons, such as Jack Agüeros, Celia Cruz, Dr. Antonia Pantoja, Pedro Pietri, Rafael Tufiño, and others.

As part of a new Three Kings Day tradition, El Museo will be honoring, posthumously, those who have made significant contributions to El Barrio and Latino communities. This year's honorees are: **Jack Agüeros**, Community



Activist, Poet, Writer, and Translator; **Herman Badillo**, politician; **Frank Espada**, photojournalist, Activist, Educator, and Community Organizer; **Juan Flores**, Author, Professor, Scholar; **Oscar de la Renta** world renowned fashion designer and philanthropist; and **Fernando Salicrup**, Nuyorican Artist and Co-Founder and Executive Director of Taller Boricua.

Full bios of all honorees are available at <http://www.elmuseo.org/3k2015-honorees/>

PARADE TALENT

Among the great lineup of talent participating in the festivities this year are **BombaYo**, 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. For more info, visit www.bombayo.org. Also in the mix is multi-percussionist, bandleader, producer, and educator, **Annette A. Aguilar and StringBeans**, a Latino-Brazilian jazz band. For more info, visit www.aguilarstringbeans.com. **Los Pleneros de la 21**, the premier Afro-Puerto Rican Bomba and Plena ensemble based in the United States is also performing. For more info visit www.losplenerosdela21.org.

SPONSORS

The 38th Annual Three Kings' Day Parade is possible thanks to the generous support of [RBC Capital Markets](#), [Twentieth Century Fox Home Entertainment](#), [The Good Neighbor Program](#), [The New York Yankees](#), [ConEdison](#), [EmblemHealth](#), [Mount Sinai Health System](#), [Tahl Propp/Manhattan North Management](#), [Inca Kola](#) and [Harlem RBI](#). Media sponsorship provided by [WXTV Univision](#), [UniMas Nueva York](#), [Univision Radio \(X96.3 and Wado1280\)](#).

With the support of public funds provided by the Manhattan Borough President, Gale Brewer, and the New York City Department of Parks & Recreation.

El Museo del Barrio's Education & Public Programs are made possible by the Target Corporation, Altman Foundation, Rothschild Foundation, Wells Fargo Foundation, Keith Haring Foundation, ConEdison, and The Cowles Charitable Trust.

El Museo del Barrio is proud to receive support from the Ford Foundation and the Carmen Ana and Joseph Unanue Foundation.

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 Tuesday through Saturday, 11am. to 6pm. 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](https://www.facebook.com/elmuseo), and using @ElMuseo on Instagram and Twitter.

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