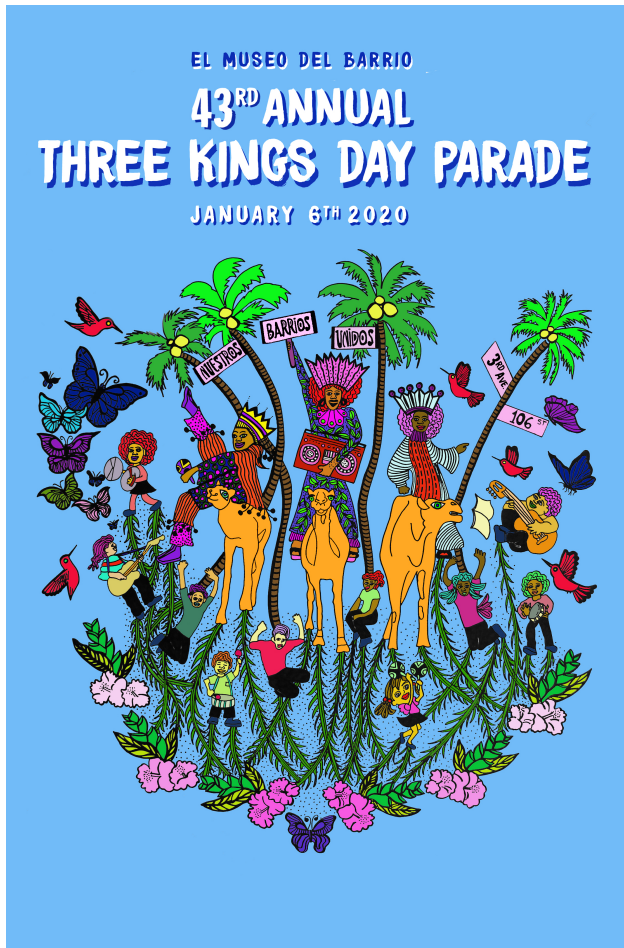


EL MUSEO DEL BARRIO

FOR IMMEDIATE RELEASE



EL MUSEO DEL BARRIO
PRESENTS THE
43rd ANNUAL THREE KINGS DAY
PARADE + CELEBRATION
HONORING IMMIGRANT AND
MIGRANT COMMUNITIES
OF PAST AND PRESENT

*With the participation of
Immigrant Rights Activist
and Member of 'The Dream 9'
Marco Saavedra as Grand Marshall*

Monday, January 6, 2020

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

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

1:00 – 2:00pm | Celebration at El Museo's El Teatro

FREE ADMISSION

MEMBERS OF THE PRESS:

For attendance to Kick-Off Breakfast and Parade

Kindly RSVP to press@elmuseo.org

NEW YORK, NY, December 10, 2019 – El Museo del Barrio is delighted to present the 43rd Annual Three Kings Day Parade and Celebration on Monday, January 6, 2020, titled ***Nuestros Barrios Unidos: Celebrating our Collective Strength***. This year's Parade honors New York City's immigrant and migrant communities of past and present that continue to keep our history alive by celebrating the cultural traditions of El Barrio and beyond, marked by the participation of immigrant activist and member of 'The Dream 9' **Marco Saavedra as Grand Marshall**. 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

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and Park Avenue. It will feature live music by **Annette Aguilar & Stringbeans**; **BombaYo!**; **Fogo Azul Bateria Femenina**; **Wabafu Garifuna Dance Theater**; among others. Immediately after the Parade from 1:00 to 2:00pm, we invite parade-goers to come back to El Museo del Barrio for a live musical performance by **Los Pleneros de la 21**. Admission is Free.

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 **Julissa Arce**, Author and Co-Founder of the Ascend Educational Fund; **Elba Cabrera**, Pioneering Cultural Advocate and *La Madrina de las Artes*; and **Ernesto Quiñonez**, Novelist, Essayist, and Author of *Bodega Dreams*. This year's Madrinas and Padrinos are: **Luba Cortés**, Immigrant Defense Coordinator, Make the Road New York; **Pura Cruz**, Senior Client Advocate, LSA Family Health Service; **Leonardo Ivan Dominguez**, Director, Alianza Dominicana Cultural Center; **René Escamilla**, Founder, La Escuela de Mariachi Angeles de NY; **Scherezade García**, Interdisciplinary Visual Artist; **Kneeco Hanton**, Youth Advocate; **Christian Mártir**, Cultural Producer; **Ruby Naboa**, Youth Advocate; **Lee Quiñones**, Visual Artist; and **Rhina Valentin**, Television Personality and Producer.

DAY OF SCHEDULE

8:30am - 10:30am | Kick-off Breakfast | El Café at El Museo del Barrio

Kick-off breakfast with Honorary Kings, Madrinas, Padrinos, and Elected Officials. Open to the public.

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

Parade begins at 106th Street and Lexington Avenue 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 - 2:00pm | Post-Celebration | El Teatro at El Museo del Barrio

Celebrate the end of the parade back at El Museo del Barrio with a live musical performance by Los Pleneros de la 21.

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 <http://www.elmuseo.org/3k2020>.

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 <http://www.elmuseo.org/3k2020>.

SPONSORS

The 43rd Annual Three Kings Day Parade is made possible thanks to the generous support of Con Edison, Mount Sinai, and DREAM. Special thanks to Terrence Cardinal Cooke and the New York City Police Department 23 Precinct for their on-going support.

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ABOUT EL MUSEO DEL BARRIO

El Museo del Barrio, founded by a coalition of Puerto Rican 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. Pay-what-you-wish.

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

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