



FOR IMMEDIATE RELEASE

EL MUSEO DEL BARRIO PRESENTS THE 44th ANNUAL THREE KINGS DAY (VIRTUAL) CELEBRATION

Honoring and embracing our community's collective strength in response to the pandemic and injustice, and the cultural contributions of the African diaspora

Wednesday, January 6, 2021

11:00am - 11:45am | Families and Schools | RSVP to get link, [click here](#).

6:00pm - 7:00pm | All Ages | RSVP to get link, [click here](#).

FREE ADMISSION

Streamed on El Museo's website, Facebook, and YouTube

NEW YORK, NY, December 16, 2020 - El Museo del Barrio is delighted to present the 44th Annual Three Kings Day (Virtual) Celebration on Wednesday, January 6, 2021, titled *Fuerza Colectiva: Celebrating our Roots and Diversity*. The upcoming celebration honors and embraces our community's collective strength in response to the pandemic and injustice, and the cultural contributions of the African diaspora. The Museum's first-ever virtual celebration, hosted and directed by TV personality and Producer, Rhina Valentin, will include musical performances from Grupo La

Recompensa with the participation of Beto Torrens from Puerto Rico, Los Pleneros de la 21, storytelling by Teatro SEA, festive skits by Victor Cruz's animated character TITA, cameos by our famous giant puppets, and *saludos* from this year's honorees.

This year's Three Kings poster was created by Bronx-born, Nuyorican artist **Manny Vega**. Created in 1982, the poster depicts a happy crowd watching the parade, complete with animals and the larger-than-life puppets of Melchior, Gaspar, and Baltasar, whose African heritage reflects Vega's own interest in African diasporic spirituality. You can also enjoy works, notably murals, by Manny Vega found throughout El Barrio.

HONOREES

This year's three Honorary Kings are **Rosa Clemente**, Journalist, Scholar-Activist, and Political commentator; **Félix Matos Rodríguez**, Chancellor of the City University of New York; and **Juan Sanchez**, Artist. The Madrinas and Padrinos are: **Jorge Ayala**, Founder, La Fonda Boricua; **Seantell Campbell**, Chef and co-Founder of El Barrio Fridge; **Darrielle Carter**, Chef and co-Founder of El Barrio Fridge; **Calixto Chinchilla**, Founder, New York Latino Film Festival; **Valerie Garcia**, Senior Librarian, New York Public Library Aguilar branch; **Loira Limbal**, Filmmaker, Activist, and DJ;; **Edmundo Martinez**, Community Organizer; **Alexis Mena**, Community Organizer, Co-Founder of Universe City NYC; **Power Malu**, Athlete and Activist; and Minerva Solla, former Young Lord and Cultural Community Activist. Learn more about the honorees at www.elmuseo.org/3K2021.

CELEBRATION SCHEDULE

11:00am - 11:45am | Families and Schools

Learn more about the Three Kings Day celebration through a fun-filled morning of storytelling with Teatro Sea's Manuel, El Capitán (The Captain) from their children's program El Avión (The Airplane), followed by a musical performance and workshop by Los Pleneros de la 21, and special guests. Participants will learn about the unique characteristics of the Puerto Rican Three Kings Day tradition, including the evolution of the aguinaldo de parranda tradition (door to door caroling) and its featured instruments from Juan J. 'Juango' Gutiérrez, founder of Los Pleneros de la 21. Be sure to bring your crowns and instruments to join the parranda!

6:00pm - 7:00pm | All Ages

The Three Kings Day festivities continue from the comfort of your homes (or phones) featuring a parranda by Grupo La Recompensa with the participation of Beto Torrens from Puerto Rico, a special appearance by actor and comedian Victor Cruz's beloved animated character TITA. Every year on Three Kings Day, she visits her sister Carmen in East Harlem at the Carver Houses, so that she can watch the parade. This year will be extra special. And of course, saludos from this year's honorees, and more!

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 Saturdays and Sundays from 12:00pm - 5:00pm. Reserve your timed tickets [today!](#)

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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