

EL MUSEO DEL BARRIO

FOR IMMEDIATE RELEASE



EL MUSEO DEL BARRIO PRESENTS THE 46TH ANNUAL THREE KINGS DAY PARADE AND CELEBRATION

Friday, January 6, 2023

8:30 – 10:30am | Kick-Off Breakfast

11am – 12pm | El Barrio (In-Person)

1 – 2pm | Live Music at El Museo

FREE ADMISSION

Info at www.elmuseo.org/3k2023/

MEMBERS OF THE PRESS:

For attendance to Kick-Off Breakfast,
Parade, and Celebration

Kindly RSVP to press@elmuseo.org

NEW YORK, NY, December 20, 2022 - El Museo del Barrio is delighted to present the 46th Annual Three Kings Day Parade and Celebration! Returning to an in-person experience, the Parade's theme this year is ***Entre Familia: Mental Health & Wellness of our Communities***, giving space and focus to the importance of mental health and wellness, in light of national political and health occurrences these past few years. Held in El Barrio (East Harlem), New York, the time honored Parade will begin at 106th Street and Park Avenue and end on 115th Street and Park Avenue. It will feature live music by Annette Aguilar & Stringbeans; BombaYo!; Fogo Azul Bateria Femenina, 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 Milteri Tucker and Bombazo Dance Co., a lively *parranda*, free gallery admission and more. Admission is Free. For more information, visit www.elmuseo.org/3K2023.

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This year's Three Kings poster was created by Puerto Rican artist and writer **Tanya Torres**. Through the use of bright colors, a lively setting, and personal references, Torres seeks to gift her viewers an image that conveys love, peace, and joy in the world.

HONOREES

This year's three Honorary Kings are **PALOMA IZQUIERDO-HERNANDEZ**, President/CEO, Urban Health Plan; **PRINCESS NOKIA**, MC, Singer, Songwriter, Style Icon, Actress, and Activist; **DIOR VARGAS**, Mental Health Activist. Our Madrinas and Padrinos are **MINAA B.**, Writer, Speaker, Mental Health Educator; **DJALI BROWN-CEPEDA**, Founder, Nuevayorkinos; **RICHARD "CRAZY LEGS" COLÓN**, Dancer, Educator, Hip-Hop Pioneer; **ROBERTO G. LEBRÓN**, Assistant Attorney General, Office of NYS Attorney General Letitia James; **VALERIE PADILLA**, Founder, Valerie's Women Empowerment; **ALEJANDRA RAMOS RIERA**, Playwright, Actress, Director; **CHARLES RICE GONZALEZ**, Co-Founder, BAAD!, The Bronx Academy of Arts and Dance; **SAM RIVERA**, Executive Director, OnPoint NYC, **MELANIE SANTOS**, Holistic Wellness Educator; and **DR. EDWIN TORRES**, Family Nurse Practitioner, Montefiore Medical Center. Learn more about the honorees at www.elmuseo.org/3k2023.

Our posthumous honorees are **IRENE CARA, DOMINGO GARCIA, CARMEN HERRERA, GLORIA 'HURRICANE G' RODRIGUEZ, HIRAM MARISTANY, HECTOR "TITO" MATOS, FREDDY RODRIGUEZ,** and **DR. ROBERTA SINGER.**

3K2023 CELEBRATION DAY-OF ACTIVITIES

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 Park 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 | [RSVP >](#)

The Celebration continues at El Museo del Barrio with a live musical performance by Milteri Tucker and the Bombazo Dance Company, a special *parranda* performance, free admission to Las Galerías and more! **Space is limited | Face coverings are required in all Museum spaces.*

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SPONSORS

El Museo del Barrio's 46th Annual Three Kings Day Parade and Celebration is proudly supported by Ponce Bank, with public funds from the New York City Department of Cultural Affairs (DCLA).

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 is open Thursdays to Sundays from 11:00am - 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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