



FOR IMMEDIATE RELEASE

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**EL MUSEO DEL BARRIO PRESENTS ITS 39TH ANNUAL
THREE KINGS DAY PARADE+CELEBRATION
Wednesday, Jan. 6, 2016**

MEMBERS OF THE PRESS:

For attendance to Parade and Kick—Off Breakfast w/ Kings, Madrinas, Padrinos, and Elected Officials please RSVP to calvarez@elmuseo.org

NEW YORK, NY Jan. 6, 2016 – El Museo del Barrio will celebrate its 39th Annual Three Kings Day Parade on Wednesday, January 6, 2016 with a full day of programming in East Harlem. This year’s three Honorary Kings are award-winning actor and New York Police officer **J.W.Cortés**; Sesame Street’s **Sonia Manzano**; and Grammy Award-winning musician, **Arturo O’Farrill**. El Museo’s King Emeritus is poet and author **Jesús “Papoletto” Meléndez**.

This year, El Museo celebrates our youth and those that devote their life towards their social and economic well-being. 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 East Harlem.

DAY OF SCHEDULE

8 :30am— Kick-Off Breakfast @ El Museo w/ Kings, Madrinas, Padrinos, and Elected Officials

9:30am—Parade Check In Starts

11:00am - 12:00pm—Parade @ 106th St. & Lexington Avenue

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

MARCH WITH US

Each year, an average of 4,000 people participate in the parade, including school children 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 and more information, visit www.elmuseo.org/3K2016



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 Executive Director, Jorge Daniel Veneciano along with this year's three Honorary Kings: J.W.Cortés, Award-winning actor, Marine combat veteran, singer, filmmaker and philanthropist; Sonia Manzano, Actress on Sesame Street and Writer; Arturo O'Farrill, Grammy Award-winning pianist, composer, and educator; and King Emeritus, Jesús "Papoletto" Meléndez, poet, playwright, performance artist, and Honorary King for over a decade.

This year's Madrinas are NeNe Ali, Poet/Musician; Elsie Encarnacion, Family and Community Engagement, The Renaissance for Innovation Charter High School; Sandra María Esteves, Poet and the Godmother of the Nuyorican Poets/ Artist; Elena Martinez, Artistic Director, Bronx Music Heritage Center, and Director of City Lore; and Sofia Quintero, Author and Activist. Our Padrinos are Khalil Gibran Muhammad, Director of the Schomburg Center for Research in Black Culture; Dr. Thomas Howard Jr., Executive Director of Boys & Girls Harbor; Arthur Aviles, Dancer and Choreographer, Co-founder of the Bronx Academy of Arts and Dance; Jose Ortiz (Dr. Drum), Musician and Co-founder and musical director of BombaYo!; and Johnny Rivera, Democratic District Leader for the 68th Assembly District in East Harlem.

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 our Three Kings Day tradition, El Museo will honor, posthumously, those who have made significant contributions to El Barrio and Latino communities. This year's honorees are: Louis Felipe Nuñez, Former ASPIRA Director; Anita Velez Mitchell, Founding Member of La Casa de la Herencia Cultural Puertorriqueña; Eli S. Alvarado, Former President of La Casa de la Herencia Puertorriqueña; and Carmen M. Pietri-Diaz, Former Executive Director of the Nuyorican Poets Café.

Full bios of all honorees are available at <http://www.elmuseo.org/3k-2016-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; Multi-percussionist, bandleader, producer, and educator, [Annette A. Aguilar and StringBeans](#), a Latino-Brazilian jazz band; [Los Pleneros de la 21](#), the premier Afro-Puerto Rican Bomba and Plena ensemble based in the United States; [Abya Yala Arte y Cultura](#), a New York- based non-profit cultural organization, presenting diverse art projects that maintain Andean cultural expressions; [Chief Joseph Chatoyer Garifuna Folkloric Ballet](#), a 20 member company designed to showcase drumming, singing and dancing of the Garifuna culture; arty rap/multimedia collaboration [Yackez](#), or « The World's Most Loveable Hip Hop Duo » of Larissa Velez-Jackson, independent choreographer, multimedia artist, dancer, and vocalist in NYC; [The New York Stars Twirling and Marching Band](#) providing youth with training in baton twirling; Chinelos de Morelos from New York, a dance group that promotes, preserve the rich culture of Morelos, Mexico; and PS/MS57 drum line, cheerleaders and color guard.



SPONSORS

The 39th Annual Three Kings Day Parade is made possible thanks to the generous support of Nissan Foundation, The Good Neighbor Program, New York Yankees, Con Edison, Francisco X. Gonzalez, Mount Sinai Health System, NBC Entertainment, The New York Academy of Medicine and Harlem RBI.

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This project is supported with public funds from the National Endowment for the Arts, Manhattan Borough President, Gale Brewer, and the New York City Department of Parks and Recreation.

Additional support provided by The New York Police Department - especially the 23rd Precinct and Terrence Cardinal Cooke Health Care Center.

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, follows us on Facebook at [Facebook.com/elmuseo](https://www.facebook.com/elmuseo), and using @EIMuseo on Instagram and Twitter.