

# EL MUSEO DEL BARRIO

## 44th ANNUAL THREE KINGS DAY PARADE Wednesday, January 6, 2021 | VIRTUAL Event Info

### PARADE INTRO AND SCHEDULE

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, festive skits, cameos by our famous giant puppets, and *saludos* from this year's honorees.

### STREAMED ON EL MUSEO'S FACEBOOK AND YOUTUBE

#### 11am (Families + Schools)

Learn more about the Three Kings Day celebration through a fun-filled morning of storytelling, 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*!

#### 6pm (All Ages)

The Three Kings Day festivities continue from the comfort of your homes (or phones) featuring a *parranda* by Beto Torrens live from Puerto Rico, a special appearance by actor and comedian Victor Cruz's beloved animated character TITA, *saludos* from this year's honorees, and more!

### Enjoy special greetings from our beloved elected officials!

- Congressman Adriano Espaillat
- New York State Lieutenant Governor Kathy Hochul
- New York State Senator Jose Serrano
- New York State Assemblyman Robert Rodriguez
- New York City Mayor Bill de Blasio
- New York City Comptroller Scott Stringer
- Manhattan Borough President Gale Brewer
- Councilwoman Diana Ayala
- New York State Secretary of State Rosa Rosado

# EL MUSEO DEL BARRIO

## LIVE STREAM HOST

<p><b>RHINA VALENTIN</b></p>	<p>Rhina Valentin “La Reina” Founder and Creative Director of La Reina Del Barrio Inc. is a “Jane-of-all-trades” in the arts and entertainment industry. Rhina is a New York born Latina of Puerto Rican Descent. She is a Mother, Television Personality, Comedienne, Writer, Dancer, Producer, Director, &amp; Choreographer. As a multiple award winning performance artist, Rhina has captured audiences with her humorous style while simultaneously demonstrating her innate ability to touch upon the realities of life. She has been featured on HBO’s “Betty la Flaca” and has also appeared in nationally syndicated commercials such as Bally’s &amp; 1800-Flowers. For the past 12 years she has been the popular hostess with the mostest as the infamous Cafe Con Leche Television personality for the award-winning talk show “OPEN Friday” on BronxNet TV. Most recently, Rhina was honored by the Bronx Times as One Of The Bronx’s 25 Most Influential Women.</p>
------------------------------	---

## HONOREES

<p><b>Jesus ‘Papoletto’ Melendez</b>  <b>King Emeritus</b>  Poet, Playwright, Performance Artist and long-time El Barrio resident</p>	<p>Long considered one of the original founders of the Nuyorican Movement, Meléndez addresses political, intellectual and linguistic topics in his work that remain relevant today. A New York-born Puerto Rican award-winning poet, playwright, teacher and activist, he began his career nearly 40 years ago as a poet-facilitator in public schools, working at workshop programs in California and New York. In 1974, Meléndez’s play, “<b>The Junkies Stole The Clock,</b>” was the first Latino play produced by the New York Shakespeare Festival, The Public Theatre’s Nuyorican Playwright’s Unit. Over the years, Meléndez has performed his poetry with his musical group “<b>Exiled Genius,</b>” with Eugene Mingus on piano, and M’Chaka Uba on bass, a trio that combined the tradition of jazz spontaneity and precision with the natural melody of the poetic voice in poetry/jazz collaboration.</p>
<p><b>KINGS</b></p>	
<p><b>ROSA CLEMENTE,</b> Journalist, Scholar-Activist, and Political Commentator</p>	<p>Rosa Alicia Clemente is a Black-Puerto Rican organizer, producer, independent journalist and scholar-activist born and raised in the Bronx, NY. She is one of her generations leading scholars on the issues of Afro/Black-Latinx identity. Her groundbreaking article “Who is Black?” was the catalyst for many discussions regarding Blackness in Latinx culture. She continues to manifest this work as an activist with Black Lives Matter. As president of Know Thy Self Productions, she has produced several major community activism tours over the last 20 years. In her capacity as co-founder and national coordinator of the first ever National Hip-Hop Political Convention in 2003, Rosa helped bring together more than 3000 activists to create and implement a national political agenda for the Hip-Hop generation. She also co-founded the REACH Hip-Hop Coalition, a Hip-Hop generation-based media justice organization. Rosa’s academic work has been dedicated to researching national</p>

# EL MUSEO DEL BARRIO

	<p>liberation struggles inside the United States with a specific focus on The Young Lords Party, The Black Panther Party for self-defense and Black and Brown Liberation Movements of the 60s and 70s. Rosa has recently created the Black Diasporic Organizing Project, a non-profit dedicated to combatting anti-Blackness within the wider Latinx community and can be heard and seen on her weekly web series, show Disrupt the Chaos. She is currently completing her PH.D at the W.E.B. DuBois Center for Afro-American studies at the University of Massachusetts Amherst. In 2008, Rosa was the first ever Afro-Latina woman to run for Vice-President of the United States on the Green Party ticket.</p>
<p><b>FELIX MATOS RODRIGUEZ,</b>  Chancellor of the City University of New York</p>	<p>Dr. Félix V. Matos Rodríguez has been Chancellor of the City University of New York (CUNY) since May 2019. He is the first educator of color, and first Latino, to serve as CUNY’s Chancellor. CUNY is the nation’s largest urban university, comprising 25 campuses with an enrollment of over 275,000 degree-seeking students, over 225,000 adult and continuing education students, and an operating budget of over \$3.6 billion. Prior to his appointment as Chancellor, Dr. Matos Rodríguez was president of CUNY’s Queens College from 2014 to 2019 and of CUNY’s Eugenio María de Hostos Community College in the Bronx from 2009 to 2014, making him one of a select few U.S. educators who has led both a baccalaureate and a community college. He also served previously as Puerto Rico’s Cabinet secretary of the Department of Family Services where he oversaw a \$2.3 billion budget. A cum laude graduate in Latin American Studies from Yale University, Matos Rodríguez received his Ph.D. in history from Columbia University. He has taught at Yale, Northeastern University, Boston College, and CUNY’s Hunter College, where he also directed the Center for Puerto Rican Studies, one of the largest and most important Latino research centers in the United States. Born and raised in San Juan, Puerto Rico, Dr. Matos Rodríguez has an extensive publication record in the fields of Women’s, Puerto Rican, Caribbean and Latino Studies, and Migration.</p>
<p><b>JUAN SANCHEZ,</b>  Artist</p>	<p>Born to immigrant working-class Puerto Rican parents in Brooklyn, Juan Sánchez is an influential American visual artist, and one of the most important Nuyorican cultural figures of the latter 20th century. Sánchez emerged as a central figure in a generation of artists using diverse media to explore ethnic, racial, national identity and social justice in 1980s and '90s. While Sánchez first gained recognition for his large multi-layered mixed media collage paintings addressing issues of Puerto Rican identity and the struggle against U.S. colonialism, his work has evolved to embrace painting, photography, printmaking, and video installations. Sánchez exhibited throughout the United States, Europe and Latin America. His art in permanent collections of the Metropolitan Museum of Art, the Whitney Museum of American Art, the Museum of Modern Art, El Museo del Barrio and the Smithsonian Institute. He has received awards and fellowships from the John Simon Guggenheim Foundation, the Joan Mitchell Foundation, New York Foundation for the Arts, the Pollock-Krasner</p>

# EL MUSEO DEL BARRIO

	<p>Foundation, and the National Endowment for the Arts. Sánchez is the recipient of the 2020 CUAU Augustus Saint Gauden Achievement in the Visual Art Award and is inducted into The Cooper Union Hall of Fame. He is Professor of Art at Hunter College, the City University of New York.</p>
<b>MADRINAS + PADRINOS</b>	
<p><b>JORGE AYALA,</b> Founder, La Fonda Boricua</p>	<p>Jorge Ayala is the founder of La Fonda Boricua, a Puerto Rican restaurant and significant local fixture in East Harlem. Jorge founded La Fonda Boricua in 1996 and over the years, the restaurant has solidified itself as a community hub for locals of El Barrio. As it continued to grow in notoriety, La Fonda Boricua was featured on the popular Food Network shows, “Throwdown with Bobby Flay” and “Man vs. Food”. Jorge prides himself on maintaining the authenticity of traditional Puerto Rican dishes while adding in newer dishes to bring a modern twist to familiar flavors. Fast forward, during the COVID-19 pandemic, Jorge’s business partner James, helped La Fonda become the first distribution center for World Central Kitchen in El Barrio to provide meals and fresh produce to the East Harlem community. Every week, La Fonda’s team distributed and prepared thousands of meals daily and fresh produce weekly to distribute to members of the East Harlem community. Jorge and his business partner has a heart for El Barrio and when his community needed help the most, they were there to provide warm meals for as many people as possible.</p>
<p><b>SEANTELL CAMPBELL,</b> Chef and co-Founder of El Barrio Fridge</p>	<p>Seantell Campbell was born and raised in East Harlem, and attended The YoungWomen’s Leadership School, from 7th to 12th grade. She served as a logistic specialist in the United States Marine Corps from 2014-2017, and graduated from Borough of Manhattan Community College in 2018, where she studied Liberal Arts. She has a certificate in Hospitality Management, and received a Culinary Arts Diploma last year from InternationalCulinary Center. She is currently enrolled in New York Film Academy for Broadcast Journalism, and is one of the Co-Founders of The Barrio Fridge. She believes learning and serving people should be both rigorous and continuous. Her goal is to one day create an organization that enables her to utilize more of her skills to empower her community. She will educate East Harlem on healthier lifestyle choices, self sustainment, and etch it with art. Her lifelong passions include running, reading, creating video content that inspires people, and addressing systematic racism. She is a Spanish Harlem revolutionary, trying to do more than just survive.</p>
<p><b>DARRIELLE CARTER,</b> Chef and co-Founder of El Barrio Fridge</p>	<p>Darrielle Carter is a 33-year-old mother of 2 beautiful children who was born and raised in East Harlem, and now resides in New Jersey. Before Covid-19 hit, she was employed with a small event planning company as an event and auction coordinator specializing in non-profit events. She is utilizing her free time while at home with her children to further her education. Darrielle is currently enrolled in school for her business degree. In her free time, she has partnered with her best friend Seantell in joining the fight to end food scarcity</p>

# EL MUSEO DEL BARRIO

	<p>in East Harlem. Together they founded The Barrio Fridge, and she devotes a large amount of her time to serving the community that nourished her. Outside of event planning, volunteering, crafting, karaoke, and spending time with her children are the things she loves to do most!</p>
<p><b>CALIXTO CHINCHILLA,</b>          Founder, New York Latino Film Festival</p>	<p>Calixto Chinchilla is one of the most influential voices in the Latino film and entertainment industry. He has a long trajectory of leading successful multicultural marketing campaigns, and executing strategies to construct culturally diverse programming, solid content partnerships, strong community programs and persuasive acquisition teams. In 1999, he founded, in partnership with HBO, the New York Latino Film Festival (NYLFF), the nation’s largest and most important annual gathering of Latino creatives attracting more than 150,000 participants since its inception. The Festival has served as an essential pipeline for Latino and Multicultural artists, in front of and behind the camera, and has premiered the work and supported the careers of John Leguizamo, 50 Cent, Marc Anthony, Gina Rodriguez, Vin Diesel, Kerry Washington and more. In 2017, Calixto founded FUTURO, in partnership with Google, an initiative that connects digital thought leaders, social influencers, and brands through a series of programs. Calixto has been recognized as the ‘One to Watch’ by Entrepreneur Magazine and has spoken at Columbia University and The City College of New York’s Graduate Center.</p>
<p><b>VALERIE GARCÍA,</b>          Senior Librarian, New York Public Library Aguilar branch</p>	<p>Valerie Garcia was born and raised in The Bronx; her parents Belen Aromi Garcia and William Garcia were raised in El Barrio and always brought her to East Harlem to visit relatives when she was growing up. Those childhood memories are the reason why she didn’t hesitate to accept the librarian’s position at the Aguilar Library on East 110th Street. Valerie has been working for The New York Public Library since 1987 and has been at the Aguilar Library since 1999. She started at the Aguilar Library as a Children’s Room Information Assistant and in 2009 she graduated from Pratt Institute with her Masters in Library Service. As a Children’s Librarian her most important job is to inspire children to become lifelong readers and to find joy in reading. Valerie has made it a priority to develop fun and exciting programs like story time, arts and crafts, computer workshops, and many other events which make the Aguilar library inviting and helps to encourage parents and teachers to bring children to the library.</p>
<p><b>LOIRA LIMBAL,</b>          Filmmaker, Activist, and DJ</p>	<p>Loira Limbal is an Afro-Dominican filmmaker and DJ interested in the creation of art that is nuanced and revelatory for communities of color. She is the Senior Vice President of Programs at Firelight Media. Firelight is committed to making films about pivotal movements and moments in the U.S. Firelight’s flagship program – the Documentary Lab – is a fellowship that provides mentorship, funding, and industry access to emerging filmmakers of color. Limbal’s current film, Through the Night, is a feature documentary about a 24 hour daycare center. Through the Night was part of the 2019 Sundance Edit &amp; Story Lab and was selected for world</p>

# EL MUSEO DEL BARRIO

	<p>premiere at the 2020 Tribeca Film Festival. Her first film, <i>Estilo Hip Hop</i>, was a co-production of ITVS and aired on PBS in 2009. Additionally, she co-produces and helms the popular Brooklyn monthly #APartyCalledRosiePerez. Limbal received a B.A. in History from Brown University and is a graduate of the Third World Newsreel's Film and Video Production Training Program. She is a Sundance Institute Fellow and a former Ford Foundation JustFilms/Rockwood Fellow. She lives in the Bronx with her two children.</p>
<p><b>EDMUNDO MARTINEZ,</b> Community Organizer</p>	<p>Edmundo is a lifelong resident of the Bronx River neighborhood and a founding member of Concrete Friends, an organization that provides programming in Concrete Plant Park and advocates for residents in the South Bronx. In this role, he has established a pop-up library that collects and distributes books for free. Since 2016, Edmundo has hosted Bronx.</p>
<p><b>ALEXIS MENA,</b> Community Organizer, Co-Founder of Universe City NYC</p>	<p>Alexis Mena is a two-spirited, Afro-Taino multidisciplinary farmer, chef, and artist, born in Brooklyn, NY. For the past 8 years, Alexis has focused on facilitating programming and workshops with a focus on culturally-centered urban farming practices, nutritional culinary arts programming, and public art curricula with the Brooklyn Museum, the MoCADA, Groundswell, among others. In 2017 Alexis served as the Public Art Manager of Arts East New York managing several successful projects such as CivLabs, and curating the Arts E.N.Y. Gallery space. Alexis is also the Creative Director of Artrepreneurship, an art and design worker-owned Co-op. Alexis is the co-founder of Back to Black, a Farming and Wellness Worker-owned Cooperative. In 2019 Alexis launched the first Aquaponic Farm and Food Hub located in East New York, Brooklyn, based in principals of food sovereignty and green job creation. Transforming two buildings into a closed-loop Food Hub that follows a hub and spoke model, growing over 400 pounds of food and fish monthly.</p>
<p><b>POWER MALU,</b> Athlete and Activist</p>	<p>Power Malu is a Nuyorican artist, athlete, activist, and community organizer, born and raised on the Lower East Side of Manhattan. Last year, he was on the frontlines amplifying the voice of the Puerto Rican diaspora during the overthrow of the Governor of Puerto Rico. During the aftermath of Hurricane Maria, Power helped organize multiple fundraisers and food and supply drives, which he then helped ship and distribute to Puerto Rico. He has taken a multitude of humanitarian trips to Puerto Rico since 2018, with the most recent trips aiding earthquake victims. Power is a coach with Bridge Runners, and a global ambassador for a world-wide urban running movement. As a partner at Overthrow New York, "The Home of Underground Boxing", he oversees all special events, partnerships and community-based programming. Power was a writer, producer, and actor on the ground breaking, "MTV's Lyricist Lounge Show." During the COVID-19 pandemic, he has been connecting with various organizations to continue sharing resources and feeding the people</p>

# EL MUSEO DEL BARRIO

	in NYC and organizing with activists to protest systemic racism and white supremacy.
<p><b>MINERVA SOLLA,</b> former Young Lord and Cultural Community Activist</p>	<p>Minerva discovered culture to be a powerful organizing tool to promote Latin culture, and the Puerto Rican struggle. For the past eight years, Minerva has helped lead an ever-broadening group of labor and community activists in producing an annual “Red Carpet for Social Justice” in celebration of International Women’s Day. In recognition of both her union and cultural work, Minerva was elected to the Board of the Westchester County Labor Council for Latin American Advancement in 2012. “We’re health care workers fighting back!” is one of the many picket-line chants Minerva Solla helped compose during her nearly fifty years of community activism, rank-and-file leadership, and union organizing. Minerva Solla has remained passionate and committed to helping working people discover their own power in struggles for justice, dignity and human rights. A few of her most important achievements: In 1969, Minerva participated in the Social Justice movement and joined the Young Lords Party, working all throughout the New York region &amp; Puerto Rico. She carried her passion to “serve the people”, to the Hell’s Kitchen’s Puerto- Rican community as a healthcare worker at the nearby Roosevelt Hospital. Minerva helped bring the 1199 union to Roosevelt Hospital in 1972, became an organizer and Vice President, with over 40 years of service. She also co-founded the 1199/United health care workers’ “Latinos Unidos Committee”, which annually organized numerous cultural events, and helped organize participation in National Puerto Rican Day Parade, annually helping to culturally message social justice issues. Minerva helped coordinate teams of Nurses and healthcare workers in Puerto-Rico during Hurricane Maria and several earthquakes. She currently is the Director of Cultural Affairs for the New York State Nurses Association and is most often seen carrying a Bull Horn and operating some powerful lungs!</p>

## TALENT

<p><b>TITA,</b> Victor Cruz’s animated character</p>	<p>TITA is a no nonsense South Bronx Nuyorican Native, who fights for community and family, while dealing with the transformation of her life at 62. She’s a school aide at P.S. 30 and enjoys going to Lincoln Hospital to read stories to the kids, fijate, as she would say.</p> <p>Victor Cruz was born in Portsmouth, VA, raised in the heart of the South Bronx and lived in East Harlem. He began his journey as a stand-up comic at the age of 16 and attended SUNY Purchase College’s Acting Conservatory. Some of his TV &amp; Film Credits Include: The Other Woman (2014), Blue Bloods and West Side Story coming to theaters in 2021.</p>
--	--

# EL MUSEO DEL BARRIO

<p><b>RHINA VALENTIN,</b> Television Personality and Producer</p>	<p>Rhina Valentin “La Reina” Founder and Creative Director of La Reina Del Barrio Inc. is a “Jane-of-all-trades” in the arts and entertainment industry. Rhina is a New York born Latina of Puerto Rican Descent. She is a Mother, Television Personality, Comedienne, Writer, Dancer, Producer, Director, &amp; Choreographer. As a multiple award winning performance artist, Rhina has captured audiences with her humorous style while simultaneously demonstrating her innate ability to touch upon the realities of life. She has been featured on HBO’s “Betty la Flaca” and has also appeared in nationally syndicated commercials such as Bally’s &amp; 1800-Flowers. For the past 12 years she has been the popular hostess with the mostest as the infamous Cafe Con Leche Television personality for the award-winning talk show “OPEN Friday” on BronxNet TV. Most recently, Rhina was honored by the Bronx Times as One Of The Bronx’s 25 Most Influential Women.</p>
<p><b>TEATRO SEA</b></p>	
<p><b>Grupo La Recompensa with Beto Torrens from Puerto Rico</b></p>	
<p><b>Los Pleneros de La 21</b></p>	<p>Los Pleneros de la 21 is a non-profit community based organization and music ensemble located in the heart of El Barrio (Spanish Harlem). They are dedicated to fostering awareness, appreciation and understanding of the richness and vitality of Puerto Rican artistic traditions of African and Creole descent, as well as to promote their further development. Their goals are to present accessible public traditional music programming, to expose inner city youth and others to the cultural heritage of Puerto Rico and encourage their active participation in these traditions, and to perform a repertoire of works embedded in the rich tradition of Puerto Rican folk music to audiences everywhere.</p>

## SPECIAL ACTIVATIONS

### MANNY VEGA POSTER ILLUSTRATION

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.

<https://elmuseodelbarrio.kinsta.cloud/wp-content/uploads/2023/03/3K2021-Poster.pdf>



# EL MUSEO DEL BARRIO

CROWN-MAKING (Template)

[https://elmuseodelbarrio.kinsta.cloud/wp-content/uploads/2023/03/Three-Kings-Day-Crown\\_Template-fin2020-1.pdf](https://elmuseodelbarrio.kinsta.cloud/wp-content/uploads/2023/03/Three-Kings-Day-Crown_Template-fin2020-1.pdf)

## STEERING COMMITTEE

El Museo del Barrio would like to thank the following Steering Committee members for their tireless efforts and steadfast dedication to this year's Three Kings Day Parade celebration: **Jaliz Albanese**, *M.A. Candidate Sociology and Education at Teachers College Columbia University*; **Leenda Bonilla**, *Partnership for Parks*; **Maritza Carmona**, *Friends of the Highline*; **Isabel M. Figueroa**, *The Point CDC*; **Roberto G. Lebron**, *Office of the Attorney General Eric T. Schneiderman*; **Christine Licata**, *Bronx Museum of Arts*; **Jesús-Papoleto Melendez**, *Activist/Poet*; **Alberto Minotta**, *ProyectoBBRAVO*; **Emily Parkey**, *DREAM Charter School*; **Gwen Perez**, *Owner/Creative Director Events by Gwen Perez*; **Eileen Reyes-Arias**, *Mayor's Office of Immigrant Affairs*; **Eric Rivera**, *Office of the Mayor, City of New York*; **Alicia Rodriguez**, *Community Advocate*; **Joe Rogers Jr.**, *Founder & Facilitator Total Equity Now*; **Nina Saxon**, *Office of New York City Comptroller Scott M. Stringer*; **Taina Traverso**, *Taina Touch Enterprize, Inc.* and **Carmen Vasquez**, *Community Advocate*.

## SPONSORS

The 44<sup>th</sup> Annual Three Kings Day Parade is made possible thanks to the generous support of Tahl Propp/Manhattan North Management, Con Edison, Mount Sinai Health System, Nielsen.

###