



FOR IMMEDIATE RELEASE

EL MUSEO DEL BARRIO PRESENTS THE 47TH ANNUAL THREE KINGS DAY PARADE AND CELEBRATION



MONDAY, JANUARY 6, 2025

8:30 – 10:30 AM | Kick-Off Breakfast
11:00 AM – 12:00 PM | Parade in El Barrio
1:30 – 3:00 PM | Live Music at El Museo

FREE ADMISSION

More information [here](#)

MEMBERS OF THE PRESS

For attendance to Kick-Off Breakfast,
Parade, and Celebration
RSVP to press@elmuseo.org

NEW YORK, December 12, 2024 – El Museo del Barrio is delighted to announce the 47th Annual Three Kings Day Parade and Celebration to be held on **Monday, January 6, 2025** in East Harlem (El Barrio). ***The Arts Open Paths: Celebrating the Transformative Power of the Arts*** (Abriendo Caminos, Celebrando el Poder Transformativo de las Artes) celebrates the power of Latinx, Caribbean, and Latin American art to connect cultures and uplift communities. The Celebration will honor those individuals who made significant contributions to the Latinx community. The Parade will kick off at 106th Street and Park Avenue, winding its way through the streets of El Barrio to culminate at 115th Street and Park Avenue. Spectators can expect a spectacular display of live music, colorful costumes, camels, floats, and the participation of thousands of students and community members. Notable performers include **Annette Aguilar & Stringbeans, BombaYo!, Fogo Azul Bateria Femenina, Aurora & Zon del Barrio**, and many more. This year's Three Kings Day Celebration poster was created by Bronx-native artist, Krystal Quiles.



DAY-OF ACTIVITIES

8:30 AM – 10:30 AM | Kick-off Breakfast

- 8:30 AM – Doors Open
- 9:00 AM – Program starts

El Café at El Museo del Barrio | RSVP [here](#).

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

11:00 AM - 12:00 PM | The Parade

El Barrio | To march, [register here](#).

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.

Three Kings Day Parade Route



1:30 PM - 3:00 PM | Community Celebration |

El Teatro at El Museo del Barrio | To RSVP, [click here](#).

Immediately after the Parade from 1:30 to 3:00 PM, we invite parade-goers to come back to El Museo del Barrio for a special program hosted by **Rhina Valentin**—television host, artist, activist, and beloved "*La Reina del Barrio*." The program will feature a musical performance presented in partnership with Carnegie Hall Citywide by **Fabiola Méndez**, a Puerto Rican cuatrística, singer, educator, and EMMY nominated composer focused on the exploration of culture and identity through storytelling. Méndez is known for her unique blend of genres, including folk, jazz, and Afro-Caribbean influences, and showcasing the rich musical traditions of her homeland. For more information, visit www.elmuseo.org/3K2025



HONOREES

KING EMERITUS

- **Jesús “Papoletto” Meléndez**, Poet, playwright, performance artist, and long-time resident of El Barrio

KINGS

- **Candida Alvarez**, Puerto Rican-American artist and educator
- **Melissa Aviles-Ramos**, Chancellor New York City Public Schools
- **Caridad De La Luz**, Executive Director of the Nuyorican Poets Cafe

MADRINAS

- **Iris Rodriguez-Rosa**, First Deputy Commissioner of the New York City Department of Parks and Recreation
- **Daisy Rodriguez**, Executive Director of Government and Community Affairs at the Wildlife Conservation Society (WCS)
- **Rhynna M. Santos**, Bronx Women’s Photo Collective
- **Andrea Sofía Matos**, Arts & Wellness Coordinator at Urban Health Plan
- **Milteri Tucker Concepcion**, Founder and Artistic Director of BOMBAZO Dance Co.

PADRINOS

- **Ron Kavanaugh**, Founding Director of the Literary Freedom Project
- **Eric Velasquez**, Author and Illustrator
- **Father Eric Cruz**, Catholic Charities Director of Bronx, Westchester, Putnam Services
- **Carlos Diaz**, Community Advocate
- **Brandon Espinosa**, Founder of The Salsa Project

SPONSORS

Thank you to MSK Ralph Lauren Center, Carnegie Hall CityWide, Catholic Charities of the Archdiocese of New York, Ponce Bank, and the New York Yankees for partnering with us on this event.



ABOUT EL MUSEO DEL BARRIO

El Museo del Barrio is the nation’s leading Latinx 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. The Museum is open Thursdays, Fridays, Saturdays, and Sundays from 11:00am – 5:00pm. Pay-what-you-wish. To connect with El Museo via social media, follow us on Facebook, Instagram, and X. For more information, please visit www.elmuseo.org.

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