



FOR IMMEDIATE RELEASE

EL MUSEO DEL BARRIO PRESENTS
THE 48TH ANNUAL
THREE KINGS DAY PARADE AND CELEBRATION
¡PA'LANTE, SIEMPRE PA'LANTE!



Poster created by artist Danielle de Jesus

TUESDAY, JANUARY 6, 2026

8:30 – 10:30 AM | Community Breakfast

11:00 AM – 12:00 PM | Parade in El Barrio

FREE ADMISSION

More information [here](#)

MEMBERS OF THE PRESS

For attendance to Community Breakfast and Parade

RSVP to press@elmuseo.org

212-831-7272

Info@elmuseo.org

1230 Fifth Avenue
at 104th Street
New York, NY, 10029



NEW YORK, December 3, 2025 – El Museo del Barrio proudly announces the 48th Annual *Three Kings Day Parade and Celebration*, taking place on **Tuesday, January 6, 2026**, in **East Harlem (El Barrio)**.

This year's theme, *¡Pa'lante, Siempre Pa'lante!* ("Forward, Always Forward!"), draws inspiration from the legacy of the **Young Lords** and celebrates the enduring traditions of **cultural resistance, community care, and solidarity** that define El Barrio.

At a time of escalating challenges—from anti-immigrant policies and censorship to the rollback of public funding for BIPOC-led cultural organizations—**El Museo del Barrio stands firm as a platform for resilience and collective empowerment**. This year's parade affirms the power of art as both **refuge and resistance**, honoring the creativity and courage that sustain our communities.

"El Museo del Barrio's Three Kings Day Parade stands as one of New York City's most enduring cultural traditions," said **Patrick Charpenel**, Executive Director of El Museo del Barrio. "Each year, this celebration honors the history, creativity, and resilience of our community. The 2026 theme, *¡Pa'lante, Siempre Pa'lante!*, also speaks directly to the essence of the parade itself: a procession that moves forward in unison. This notion of continual forward motion serves as a powerful metaphor for our community's ongoing commitment to progress, resilience, and a shared future. It reflects the collective spirit with which El Barrio comes together—year after year—to advance pa'lante."

This year's poster was created by artist **Danielle de Jesus**, whose work is also featured in [*Jaqueando: Recent Acquisitions 2021-2025*](#). "I'm honored to have been chosen to create the poster for El Museo del Barrio's 2026 Three Kings Day Parade and Celebration. Inspired by the December 1970 issue of the *Palante* newspaper, I reimagined the Three Kings holding gifts that symbolize New York—a coffee cup, an apple, and our unofficial mascot, the pigeon. The composition also includes the People's Church, where the Young Lords offered free breakfasts to children in El Barrio, and a small coquí wearing a Young Lords beret. Creating this piece pushed me outside my usual practice—and I loved every part of it."

The **vibrant procession** will be hosted by **Rhina Valentin** and will begin at **106th Street and Park Avenue**, traveling east toward Third Avenue, then north to **116th Street**, and ending at **115th Street and Park Avenue**. Thousands of **schoolchildren, community organizations, and local leaders** will join the festivities, accompanied by **live music, colorful floats, and the iconic animals** that have long symbolized this beloved tradition.

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Performers and honored guests are **Aurora & Zon del Barrio (@aurora_zondelbarrio)** will start the day, delivering a festive *parranda* of holiday *aguinaldos* and *bomba y plena* during the Community Breakfast, leading participants to the parade line-up. On the parade route, **BombaYo (@bombayony)** will bring the Puerto Rican bomba tradition to life with drumming, singing, and interactive community participation. **Annette A. Aguilar & StringBeans (@aabeans)** will add the sounds of soulful Latin jazz and traditional holiday music, blended with her signature percussion. Join us for these exciting music and dance performances, and more along the parade route!

DAY-OF ACTIVITIES

8:30 AM – 10:30 AM | Community Breakfast in El Café at El Museo del Barrio

Kick-off breakfast with Honorary Kings, Madrinas and Padrinos, and Elected Officials. RSVP [here](#).

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

10:00 AM

- All groups registered to march in the parade must check in on 106th Street between 5th Avenue and Madison Avenue.

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



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Parade begins at 106th Street and Park Avenue and moves East towards Third Avenue. Marchers make a left on Third Avenue until 116th Street, ending at 115th Street and Park Avenue. Check in for groups begins at 10 AM on 106th Street. Come celebrate from start to finish—spectators welcome all along the route.

Be part of the excitement!

From **December 4, 2025 through January 30, 2026**, schools and community groups are invited to request a guided visit. Participants will explore the Taíno, African, and European influences behind this beloved celebration, discover the stories, music, and art that inspire the parade, and create their own artwork in a hands-on workshop. Space is limited. Book your visit today!

- [K-12 Programs](#)
- [College & University](#)
- [Adults & Corporate](#)

Want to march in the parade? For K-12 & College groups, please fill out [this form](#) and Organizations and Businesses, please fill out [this form](#). Registration is open until January 2, 2026.

Want to participate in our Banner Contest?

K-12 school groups can join our annual Banner Contest. The winning class will march in the top spot reserved for schools, showcasing their creativity and artwork to the entire community. Full guidelines [here](#).

Want to volunteer at the parade or learn more?

We'd love to hear from you at threekings@elmuseo.org.

HONOREES

KING EMERITUS

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

KINGS

- **Diana Ayala**, Deputy Speaker of the New York City Council
- **Eddie Palmieri**, Artist; **Gabby Palmieri** will represent him in his honor
- **Jonathan Inoa**, Anchor Reporter, Univision

MADRINAS

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- **Leenda Bonilla**, Artist, Community Organizer, and Civic Engagement Leader
- **Maritza Carmona**, Vice President of Government & External Affairs, BRIC Arts Media, and Cultural Strategist
- **Johanna Fernández**, Award-Winning Author and Associate Professor, CUNY
- **Lillian Jimenez**, Media Pioneer, Producer, and Filmmaker
- **Rev. Dorlimar Lebrón Malavé**, Faith Leader

PADRINOS

- **Vagabond Alexander Beaumont**, Artist, Award-Winning Filmmaker, and Cultural Visionary
- **Michael Paul Britto**, Multidisciplinary Artist and Educator
- **Wallace Edgecombe**, Founding Executive Director (Ret.), Hostos Center for the Arts & Culture
- **Nelson Matthew Gonzalez**, Master Percussionist, Dancer, and Afro-Puerto Rican Culture Bearer
- **Tony Martinez**, Cultural Entrepreneur and Founder of BarrioBX

This year's theme, *¡Pa'lante, Siempre Pa'lante!*, honors the enduring collective legacy of the Young Lords Movement, whose organizing, cultural pride, and community care transformed El Barrio and inspired generations to move forward together. In the spirit of collective leadership, El Museo del Barrio is honored to welcome living members of the Young Lords whose presence represents this living history, including **Mickey Melendez**, **Gloria Rodriguez**, and **Minerva Solla**.

ABOUT 2026 THREE KINGS DAY PARADE POSTER ARTIST DANIELLE DE JESUS

Danielle de Jesus is a Nuyorican artist whose paintings and photographs chronicle life in New York City amid gentrification and displacement. Born and raised in Bushwick, Brooklyn, she draws from her own experiences growing up in the Puerto Rican diaspora to portray the people and places of her community with empathy and depth. Using her background in photography, De Jesus reimagines images of Bushwick's residents to explore the politics of representation and the social impact of urban change. Through her work, she invites viewers to reflect on the histories of capitalism, migration, and resilience shaping Puerto Rican communities in Brooklyn, Puerto Rico, and beyond.

Danielle de Jesus received a Bachelor of Fine Arts from the Fashion Institute of Technology in 2019 and a Master of Fine Arts from the Yale School of Art in 2021. Her work has been featured in exhibitions at MoMA PS.1, the Akron Museum in Akron, Ohio, El Museo del Barrio and the Whitney Museum of American Art. De Jesus's work is included in the permanent collections of the Perez Art Museum of Miami, the Whitney Museum of American Art, and El Museo del Barrio.

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Thank you to our media sponsor, Univision, for partnering with us for this event.



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Positive Workforce



El Museo's public programs are made possible by the generous support of New York State Council on the Arts, the New York City Council, and the New York City Department of Cultural Affairs, U.S. Senator Chuck Schumer.



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 through 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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