



FOR IMMEDIATE RELEASE

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



FRIDAY, JANUARY 5, 2024

8:30 – 10:30am | Kick-Off Breakfast

11am – 12pm | El Barrio (In-Person)

1:30 – 3pm | 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 27, 2023 – El Museo del Barrio is delighted to announce the 47th Annual Three Kings Day Parade and Celebration to be held on Friday, January 5, 2024, in East Harlem (El Barrio). This year's theme, *Tradiciones: Keeping Our Stories Alive*, celebrates our narratives through the time-honored tradition of storytelling through the arts. We invite you to give space to those who share stories and uphold traditions in our communities.

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, animals, 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.

3K2024 CELEBRATION DAY-OF ACTIVITIES

8:30am – 10:30am | Kick-off Breakfast

El Café at El Museo del Barrio | RSVP via [Eventbrite](#)

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



11:00am - 12:00pm | 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.

1:30pm - 3:00pm | Post-Celebration |

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

Immediately after the Parade from 1:30 to 3:00pm, we invite parade-goers to come back to El Museo del Barrio for a special program hosted by award-winning Afro-Boricua artist, performer, and producer, Rhina Valentin. The program will feature a live performance featuring Los Pleneros de la 21, a musical group that unites several generations of revered musicians and practitioners of the Afro-Puerto Rican Bomba and Plena music genres. Free admission to Las Galerías will also be available. For more information, visit www.elmuseo.org/3K2024.

HONOREES

This year's three Honorary Kings are **BILL AGUADO**, President, En Foco, Inc.; **DIÓGENES BALLESTER**, Artist; and **LETICIA RODRIGUEZ**, Executive Director, La Casa de la Herencia Cultural Puertorriqueña.

Our Madrinas and Padrinos are **LEMON ANDERSEN**, Poet; **LYANA S. BLOUNT**, Founder & CEO, Black Rican Vegan; **ERISBELIA GARRIGA**, Cookbook Author; **HAYDIL HENRIQUEZ**, Educator and Poet; **DARREL ALEJANDRO HOLNES**, Author, Playwright, and Educator; **PEGGY ROBLES-ALVARADO**, Author and Poet; **YOLANDA RODRIGUEZ**, Co-Founder & Executive Director, BxArts Factory; **ANGEL ANTONIO RUÍZ-LABOY**, Associate Director of Arts and Culture, CENTRO; and **IVAN VELEZ**, Educator and Cartoonist.

Our posthumous honorees are **BOBBY GONZALEZ**, Author, and Poet; and **PABLO "YORUBA" GUZMÁN**, Activist and Journalist.

SPONSORS

El Museo del Barrio's 47th Annual Three Kings Day Parade and Celebration is proudly supported by The New York Yankees.

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 Twitter. For more information, please visit www.elmuseo.org.

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