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ACADEMY OF MUSIC
MERRIAM THEATER

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@KimmelCenter partners with @ConsulmexFila and @MCCphilly for FREE “Three Kings Day” celebration, 1/4 at 4PM. Hot chocolate, reenactments, piñatas, gifts, and “rosca de reyes” bread!

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CELEBRATE THE TRADITION OF *THREE KINGS DAY* WITH FREE FAMILY FUN AT THE KIMMEL CENTER SATURDAY, JANUARY 4, 2020, 4:00 PM – 6:00 PM

**Annual event held in association with Consulate of Mexico in Philadelphia
and Mexican Cultural Center**

FOR IMMEDIATE RELEASE (Philadelphia, PA, November 21, 2019) —The Kimmel Center Cultural Campus is proud to once again host the annual, FREE Three Kings Day celebration in association with the Consulate of Mexico in Philadelphia and the Mexican Cultural Center on Saturday, January 4, 2020 from 4:00 p.m. – 6:00 p.m. Open to the public, the event (also called “El Dia de Reyes”) honors the holiday celebrated widely in Latino and Hispanic communities. 2020 marks the 6th year of the Kimmel Center’s partnership with the Mexican Cultural Center.

“This *Three Kings Day* event is interactive, fun, and educational,” said Anne Ewers, President & CEO of the Kimmel Center for the Performing Arts. “As Philadelphia’s home for thousands of programs each year, it is important to us to present culturally-rich traditions like this, especially as a family-friendly & FREE evening of celebration.”

Family-friendly activities include piñatas; hot chocolate station, courtesy of the Mexican Cultural Center; traditional “rosca de reyes” bread; a reenactment & retelling of the Three Kings’ story, featuring “Mary” and “Joseph”; and a presentation of gifts for children who write letters to the Three Kings on-site.

For more information, please visit www.kimmelcenter.org.

Three Kings Day Celebration

Kimmel Center Cultural Campus’ Commonwealth Plaza

January 4, 2020 at 4:00 p.m. – 6:00 p.m.

FREE

This event is FREE and open to the public. Additional FREE, monthly programming on the Kimmel Center Cultural Campus includes:

- **PNC Grow Up Great** is a FREE, monthly event for young music lovers, ages 3-5 years old. Each month *PNC Grow Up Great* introduces children to the vibrant worlds of either jazz or musical theater.
- A FREE, 15-minute **Fred J. Cooper Memorial Organ demonstration** takes place monthly, during the Kimmel Center’s Saturday building tours, showcasing the instrument’s unparalleled and dramatic sounds live in Verizon Hall.
- **La NOCHE** is a FREE, monthly event for Latin music & dance lovers, sponsored by PNC Arts Alive. The party kicks off with The La NOCHE House Band, led by master percussionist Arturo Stable, followed by an additional guest group representing a different Latino country.
- **Sittin’ In: Live Sessions** is a FREE, monthly event that introduces audiences to new, cutting-edge artists. It defies genre, often drawing from everything from straight-ahead jazz to freestyle hip hop.

The Kimmel Center Cultural Campus

Located in the heart of Center City, Philadelphia, our mission is to engage the region’s diverse communities with art through performance and education. Our Cultural Campus serves more than 1 million guests per year and includes the **Kimmel Center for the Performing Arts**, the **Academy of Music**, and the **Merriam Theater**- representing more than 160 years of rich history for the performing arts along Philadelphia’s Avenue of the Arts. We are home to eight esteemed Resident Companies: **The Philadelphia Orchestra**, **Opera Philadelphia**, **Pennsylvania Ballet**, **The Philly POPS**, **PHILADANCO**, **The Chamber Orchestra of Philadelphia**, **The Philadelphia Chamber Music Society**, and **Curtis Institute of Music**. With nearly 9,000 seats per night, we are the region’s most impactful performing arts center, and the second largest in the country. Our Cultural Campus serves as a preeminent and inclusive place to enjoy exceptional experiences that reflect the spirit of our region by cultivating a creative and socially-responsible environment where our community shares experiences that are delivered with pride, integrity, and respect. As a 501 c 3 nonprofit organization, we collaborate on, present, and produce a broad range of relevant and meaningful events, we serve as an active gathering space for social and community events, we educate the region’s young people through access to quality arts experiences, and we provide support to artists in the creation of new work. TD Bank, America’s Most Convenient Bank, is our proud sponsor of the Kimmel Center’s 2019-2020 Season. American Airlines is the official airline of Broadway Philadelphia. For additional information, visit www.kimmelcenter.org.

Consulate of Mexico in Philadelphia is the diplomatic representation of Mexico and its jurisdiction includes the states of Pennsylvania, Delaware, and the eight counties of southern New Jersey, serving a Mexican population estimated to be over 300,000 people. The Consulate provides various documentation services for Mexicans and foreigners, legal advice and protection, as well as carrying out various programs and events to promote the image of Mexico through the promotion of trade, tourism and culture. For additional information, visit: <https://consulmex.sre.gob.mx/filadelfia>

Mexican Cultural Center is a 501 (c)(3) non-profit organization devoted to promoting understanding and awareness of the cultural and artistic diversity of Mexico and its influence in the Delaware Valley in the US. Founded in 1994, the Center serves as a networking hub for those interested in Mexican culture and traditions. The MCC is supported by contributions from corporations, individuals, memberships and self-generated revenue.

For additional information, visit: www.mexicanculturalcenter.org

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For photography, please visit www.kcpress.smugmug.com