



**FOR IMMEDIATE RELEASE**

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## **Over 100 Families Receive Breakfast and Gifts at Sociedad Latina's 16<sup>th</sup> Annual Three King's Day Celebration**

*Boston's oldest Latino organization hosted  
community event on Saturday, January 6*

**BOSTON** -- On Saturday, January 6, Sociedad Latina hosted hundreds of Boston children and adults at its 16<sup>th</sup> annual Three King's Day Celebration. Held at the Mission Church on Tremont Street in Mission Hill, the day brought together families, Mayor Thomas Menino, State Representative Jeffrey Sanchez, City Councilors, many volunteers and Sociedad Latina Youth Leaders, staff and board.

Based on a rich Latin American and Caribbean holiday tradition of gift-giving and family time, Sociedad Latina will host hundreds of children from low-income families at their 16<sup>th</sup> annual Three Kings Day event on Saturday, January 6. This event is the longest-standing celebration for the Latino community in the city of Boston, traditionally held with volunteers dressed up as the Three Kings distributing gifts to each family after a morning of music, food, and fun.

Local legislators and politicians presented families with gifts. This year, Mayor Thomas Menino, State Representative Jeffrey Sanchez and City Councilors Felix Arroyo, Michael Flaherty, Mike Ross, John Tobin, Chuck Turner and Sam Yoon all attended the event. State Senator Diane Wilkerson, State Representative Liz Malia and City Councilor Rob Consalvo also adopted families.

Based in Roxbury's Mission Hill, Sociedad Latina is Boston's oldest Latino organization, working with Latino youth and families in the Boston area for 38 years. The organization works to create a new generation of Latino leaders by offering programs that nurture the inherent strengths and capabilities of youth, instill a sense of cultural and personal pride, and offer a place for youth to speak and be heard.

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