



January 7, 2007

## The Gifts of the Three Kings



Dear Friends,

I want to thank all the people who made La Alianza's Three Kings Day celebration a great success! I'm happy to report that with your help we were able to provide gifts to over 200 children attending the event. With the generous support from organizations like Toys for Tots, The Home for Little Wanderers, Dudley Street Neighborhood Initiative, Nuestra Comunidad, Children's Hospital, Northeastern University, along with numerous individual donors, toys filled our offices from floor to ceiling and we will be able to provide an additional 100 children with toys in the future weeks.

This year, our three kings were more than just "bearers of gifts"—they served as excellent role models for all the young people attending the event. **Thank you so much City Councilor Félix Arroyo, Chelsea City Councilor Roy Avellaneda and Omar Cabrera, host of Univision News.** Your commitment to La Alianza and the Latino community is truly appreciated.

Also, I want to recognize El Mundo Newspaper, a sponsor of this year's event. Not only did they provide media coverage, El Mundo provided the entertainment. I am grateful to El Planeta Newspaper and the Entre Amigos Magazine. They supported us with an in-kind donation of 2 months of advertising space to help promote our event. And, I want to thank Empujando la Mañana, Morning Radio Show and Univision New England, TV News for their coverage and promotion of La Alianza's Three Kings Celebration.

Fuerza Internacional Dance Troop was a wonderful cultural addition to this year's event. Thank you so much Fuerza Internacional! Food and space were generously donated by Shaw's, Stop & Shop, Save a Lot, Harvest Markets and Vine Street Community Center. Muchas gracias for your on-going support of La Alianza!

I want to share my deep appreciation for La Alianza's staff and volunteers. You all went above and beyond to organize this year's event. Despite the stressful demands of providing on-going services to your clients; you organized wish lists, solicited donations, and planned a beautiful event! Your hard work really helped families during this holiday season and put smiles on more than 200 kids' faces. You were successful in bringing our community together for this very important Hispanic tradition. Your dedication to La Alianza and the people we serve is our organization's greatest gift.

Below are some pictures take by Josiane Martinez that capture the joy of our Three Kings Day event. I want to give special thanks to Josiane for managing the marketing and publicity of this event. Many local

newspapers were in attendance and should have coverage in this week's papers. I want to also share with you a clip from the Sunday Boston Globe which mentioned La Alianza's event.  
[http://www.boston.com/news/local/articles/2007/01/07/celebrating\\_a\\_heritage\\_of\\_the\\_three\\_wise\\_men/](http://www.boston.com/news/local/articles/2007/01/07/celebrating_a_heritage_of_the_three_wise_men/)

**Wishing you a happy and healthy 2007,**



**Janet Collazo**







**La Alianza Hispana**

*Since 1971, La Alianza Hispana has been an icon of Latino leadership and has consistently served as a portal to hope for well over 30,000 Bostonians. As a hub of social service delivery, advocacy, and education, our organization has changed the landscape of community resources and has changed lives. Woven into our core values of empowerment and supporting social justice, La Alianza has a rich history of incubating ideas that have evolved into powerful models of community. For more information, please contact Josiane Martinez: 857-222-0800.*

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