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Benidorm is immersed in the preparations to receive this Saturday, January 5, the Three Kings, who will arrive in the city loaded with gifts to distribute among the smallest and their families and will tour the streets of the center in a great parade which will involve about 800 people.

The mayor, Toni Pérez, and the councilman of Fiestas, Jesús Carrobes, have received this morning the messengers of the Three Wise Men, who since last week are in Benidorm coordinating and finalizing the preparations of the parade from the Royal Camp located at the Christmas Square.

This year, King Melchor has chosen as his messenger the pharmacist Fernando Ruíz Mijares; while King Gaspar has chosen the doctor and professor Alfonso Puchades Orts. For his part, King Baltasar wanted the director and musical composer Francisco José Rovira Peretó to be his messenger.

The mayor has transferred to them that "all of Benidorm, and especially the children, are waiting for the Kings with great enthusiasm". Pérez thanked the Department of Fiestas and all those who participate in the organization of the parade "the enormous effort" they make so that it "is splendid"; and he said that "this Christmas are being a Christmas to remember" and in which "the city looks as pretty as it deserves".

The councilman of Fiestas reported that the parade will depart from Elche Park at 18.00 hours and will go through the streets Almendros, Marte, Venus, Ruzafa and Herrerias until arriving at the Christmas Square. Carrobes explained that, as in previous years, the parade will be structured in two parts: one playful and one traditional. The first "is dedicated to the little ones with characters like Mary Poppins or Brave." The second part, will have as central axis the story 'The history of the Three Wise Men', edited by the City Council in 2015 and from which "3,000 copies will be distributed" during the tour. This will have more traditional elements such as the Christmas Star, the Annunciation or the shepherds.

About 800 people participate in the parade, including musicians, dancers, groups of shepherds and entourages of their Majesties; 12 floats; the musical entities of the city - Unión Musical, SM L'Illa and SM La Nova; the Colla de Xirimiters de la Marina; and the Band of Cornets and Drums. The mayor added that "the emotional arrival of the Kings to the Christmas Square" will be accompanied by "a multimedia show" and "the magnificent march" composed for their Majesties of the East by Francisco José Rovira.

Carrobes stressed that "every year there are more residents in the region who on January 5 move to Benidorm to receive the Kings," and reminded young and old people that the Royal Postman will be at the Christmas square between 6 pm and 8 pm picking up the letters for their Majesties.

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