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*He Took Latin Music, Dance & Culture Around the World. Now, Brooklyn's Native Son Gets
A Street Where He Lived*

RALPH MERCADO WAY

Street Co-Naming

Sunday, October 5, 2025

Brooklyn, NY

WHO/WHAT: For more than 50 years, the late music impresario **Ralph Mercado** had been the most important figure in staging Latin music events worldwide as well as in building a record label, publishing company, a video and film production arm, and a catalog of award-winning international hits that transformed the Latin music industry.

Mercado helped shape and elevate the careers of some of the most renowned Latin artists—many of whom are now honored with streets across New York City. From *Tito Puente Way* to *Machito Square*, *Celia Cruz Way*, *Charlie Palmieri Way*, *Yomo Toro Way* and many more, these streets stand as living tributes to Latin music's enduring global influence. For 50 years, **Ralph Mercado** stood at the helm of this movement. His journey began in his teens, when he organized local dances in a cellar near his Pacific Street home. From those modest basement parties in the mid-1950s he rose to a second floor above a car wash nearby and called it the *Three in One Club*, where his legendary *SalSoul* nights once paired a young *Eddie Palmieri* with *James Brown*, artists whom he managed, promoted and booked. The *Hotel St George* on Henry Street were for more formal dances. The entrepreneurial promoter expanded into producing dances throughout the boroughs making his way into Manhattan. Via ***Ralph Mercado Presents***, he took on the *New York Salsa Festival*, making it annual event for 32 years. He produced many of the *Fania All Stars* concerts, helping to give rise to their popularity worldwide. He showcased many talented artists and the vibrant Latin sounds of *Salsa*, *Merengue*, *Reggaeton*, *Pop* and *Jazz* on world renowned stages such as *Madison Square Garden*, *Radio City Music Hall*, and *Carnegie Hall*. ***Ralph Mercado Management*** had a plethora of great artists, launching in the early 1970s with *Eddie Palmieri* and *Ray Barretto* — adding more legends such as *Tito Puente* and *Celia Cruz*. He discovered and developed talent and recorded original music of artists such as *Marc Anthony*, *La India* and many others through ***RMM Records & Video***, a major independent record label during the 1980s and 90s.

WHEN /WHERE: Street Co-Naming in Brooklyn, NYC, at the corner of Pacific Street & Boerum Place on **Sunday, October 5, 2025**

The **RALPH MERCADO WAY** Street Co-Naming is made possible by Brooklyn Council Member Lincoln Restler. This event will take place during the 50th Anniversary of the ATLANTIC ANTIC ... a multi-cultural mile-long community festival located 1 block away from where **Ralph Mercado** grew up.

Agenda & Festivities are as follows ...

- **12:pm to 3:00pm** MERCADO PROJECT booth for information and family-friendly activities (*located on Atlantic Avenue between Boerum Place & Smith Street*)
- **4:15pm** STAGE CELEBRATION with a Musical & Historical retrospective honoring the life & legacy of Ralph Mercado and his contributions to Latin music... from his humble beginnings in this Brooklyn neighborhood to his global reach and the paving of ways for the music we enjoy today (*@ Atlantic Avenue & Clinton Street*)
- **5:30pm** UNVEILING of RALPH MERCADO WAY (*@ corner of Pacific Street & Boerum Place*)

*** Please check back to the website www.MercadoProject.org and Instagram [@MercadoProject](https://www.instagram.com/MercadoProject) for updates

Please see the following to source pertinent information:

- Mercado Project event page: <https://mercadoproject.org/public-eventos>

For photos and questions, please email: Damaris@MercadoProject.org