



2015 Capital City Kwanzaa Festival

FACT SHEET

- What** **2015 Capital City Kwanzaa Festival**
Attended by families from Baltimore, MD to Durham, NC (& Beyond)
- When** **Saturday, December 26, 2015 • 1:00 p.m. • 9:00 p.m.**
- Where** **The Altria Theater**
6 N. Laurel Street
Richmond, Virginia 23220
- Who** **Presented by Elegba Folklore Society, Inc.**
Richmond's Cultural Ambassador
A Richmond-based not-for-profit cultural arts and education organization.
With City of Richmond, Dominion, Wells Fargo, CBS 6
In cooperation with the Arts & Cultural Funding Consortium
- Cost** \$6 Advance General Admission. \$8, Door.
\$5 Students (12-18) & Seniors (65+), Advance. \$7, Door.
\$5 Group Rates, 10 or More, Advance, Only.
Free for Children Under 12.
- Tickets** **Group and Advance Sales**
Elegba Folklore Society's Cultural Center
101 E. Broad St., Richmond, VA 23219, 804/644-3900
<http://efsinc.org>
At the Door
Day of Show Only. No Group Sales.
- Media Contact**
Janine Bell
804.644.3900
jaybee@efsinc.org

Electronic Images Included.

Capital City Kwanzaa Festival
101 East Broad Street • Richmond, Virginia 23219
804/644-3900 (phone) • 644-3919 (fax)
www.elegbafolkloresociety.org

For Immediate Release

Contact: Janine Bell
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Date: December 10, 2015

2015 CAPITAL CITY KWANZAA FESTIVAL DECEMBER 26 AT THE ALTRIA THEATER THEMED “UMOJA: I LIVE IN HARMONY WITH MY PEOPLE”

Richmond, VA • Elegba Folklore Society, *Richmond's Cultural Ambassador*, presents the **2015 Capital City Kwanzaa Festival** on **Saturday, December 26, 1:00 p.m. – 9:00pm**, returning this year to The Altria Theater, 6 N. Laurel Street, Richmond, Virginia. Newly renovated and named, this venue was formerly known as the Landmark Theater.

The **2015 Capital City Kwanzaa Festival** presents a carefully planned series of events that please the palette of attendees and capture the spirit and the significance of the Kwanzaa holiday.

The festival's **main stage** is alive with music, dance and message presented to strengthen families and galvanize the community. The African Market will be open with food and shopping. There will be children's events, workshops and more in this nationally recognized, regionally attended observance of the Kwanzaa (quahn-zah) holiday. ***The Capital City Kwanzaa Festival is one of the largest Kwanzaa celebrations on the east coast.***

The **Ancestral Libation and Candle Lighting Ceremony** set the tone for the day. Attendees are invited to come and experience the Kwanzaa holiday right from the start! **To observe this Pan-African holiday of unity, strength, clarity and solidarity based on reconnection with our essential African value systems, the 2015 Capital City Kwanzaa Festival's thematic focus is on the first of the Nguzo Saba (n-GOO-zoh SAH- bah), the Seven Principles of Kwanzaa, Umoja, and the power of unity within ourselves, in our homes and in our communities.**

When we practice our ***Umoja***, we can expect an unlimited reality and way of being. We are all connected, and elevation into Universal oneness & the practice of traditional African values can be natural and abundantly productive. The ills of American history and socialization have created a complexity of cultural confusion that can result in personal and social dysfunction or disharmony. The festival's theme is aptly, ***I Live In Harmony With My People.***

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The Nia Sessions are ongoing workshops that will also offer perspectives toward personal and community triumph. **Watoto Kwanzaa** presents, of course, ***Heritage Crafts For Children***, a cornerstone of the Capital City Kwanzaa Festival. (*Watoto* means children in Kiswahili.) The event's **keynote speaker** is the widely respected **Dr. Phil Valentine**, Doctor of Classical Naturopathy-Hygienic Science, Grand Master of Metaphysical Sciences and a Founding Father of the “Conscious Community.”

Festival events will occur as follows:

1:00pm The African Market Opens, filled with delicious foods plus books, unique handcrafted and imported items, art, home décor, natural body care, clothing, jewelry and more. Remains open throughout the event.

2:00pm The Pouring of Ancestral Libation and Kwanzaa Candle Lighting Ceremony, Affirmation of the Nguzo Saba, the Seven Principles and the ancestors upon whose shoulders we stand. The lighting of candles and the ceremony will feature a call-and-response affirmation. The **Elegba Folklore Society’s performing company** will lead the ceremony.

2:30pm Opening Processional. Led by **Elegba Folklore Society**, the leaders of **The Nia Sessions** join to greet the audience and present an overview of each session. The **Society’s performers** will also offer ***African Dance, Music and the Oral Tradition***. These dancers, drummers, and singers focus primarily on West Africa to spur an evolving understanding of the cultural and historical underpinnings of the dance and its music while showing its relationship to the United States. Further, audiences develop an appreciation for the dynamic nature and contemporary influence of this timeless art form.

4:30pm Tunji Reggae Band. Since 1981, The Tunji Band has been a staple provider of reggae music. The band has performed widely with Ziggy Marley, Gregory Isaacs, Third World, Steele Pulse, The Wailers and Burning Spear, among others. Audiences will be treated with songs of revolution, peace, love and unity that deliver a tasteful selection of original music and covered standards.

4:30pm The Nia Sessions and Watoto Kwanzaa Begin. Included are Reiki Master, Richard C. Yates of ***The Joyce M. Branch Healing Place*** – alternative approaches to health maintenance, ***Harmony Organizing*** with Ayanna McMullen who will guide attendees in getting clear in mind and environment, ***African Affairs*** – sheds light on happenings on the continent, with Djibril Niang -- and more. -- and more. Mangala Jih, visual artist, crafter and educator will facilitate **Watoto Kwanzaa** activities. **The Nia Sessions will be ongoing from 4:30p.m. until 8:00 p.m.**

5:45pm Dr. Phil Valentine Speaks. Dr. Valentine is the founder, director and pastor of the Temple of the Healing Spirit—Self-Healing Education Center, co-Founder of

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- Institute for Self-Mastery, and just recently, Whole Wellness Live. A certified member of the International Association of Counselors and Therapists (I.A.C.T.), he received his doctorate in Hygienic Health Science and Classical Naturopathy from The Life Science Institute of Texas, now merged to the Fit for Life Sciences Institute—College of Natural Health in Canada.

A Hygienic Science and Metaphysical Health consultant to doctors and lay practitioners in Africa, Europe, the Caribbean and Asia, he was also a committee member and advisor to the Pan-African Review for Scientific Research and Political Studies where he served as an honorary health consultant to its membership, and he served as co-director of the Heal Thyself Natural Living Education Center in Brooklyn.

Dr. Valentine established the former School of Arcane Sciences for advanced studies in metaphysics and the occult, and is best known for his ability to decipher and teach the subtlest principles of metaphysics and its application to health, healing, and everyday life in ways that may be understood by both the advanced student and the beginner-apprentice.

His **topic** for the **2015 Capital City Kwanzaa Festival** follows the event's theme, I Live In Harmony With My People. He will entertain questions from the audience and also facilitate a small group consultation.

7:00pm Afrikana Film Festival presents an independent short in illustration of **Umoja** or Unity to be followed by discussion.

8:00pm The Feedel Band. Many of Ethiopia's greatest artists who create original songs inspired by the Golden Age of Ethiopian popular music in the late 1960s and 1970s are, together, The Feedel Band. The music hails from a time where Addis Ababa was ripe with groups playing brass-heavy mixes influenced by American soul and jazz. The members of Feedel Band are saxist, Moges, who can also be heard performing the funky James Brown-influenced cut "Muziqawi Silt" on *Éthiopiennes*' Volume 13 with the Walias Band. The bassist, Alemseged Kebede, is heard on many of Aster Aweke's and Tilahun Gessesse's releases. Araya Woldemichael is a composer, keyboardist and a leader. Kenneth Joseph is the drummer, Minale Bezu on krar (stringed lyre) and vocalist, Kalkidan Meshesha, who also performs traditional dance.

9:00 p.m. Festival Closes.

Advance tickets for the **2015 Capital City Kwanzaa Festival** are \$6, general admission, \$5 for students, 12 - 18 and \$5 for seniors, 65 +. At the door tickets are \$8, general admission, \$7 for students, 12 - 18 and \$7 for seniors, 65 +. Tickets for groups (at least 10 persons) are \$5. Group tickets must be purchased in advance only. Advance tickets can be purchased online at <http://efsinc.org> or at the Elegba Folklore Society's Cultural Center, 101 East Broad Street in Richmond, VA. Admission is free for children under 12.

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Elegba Folklore Society, *Richmond's Cultural Ambassador*, presents the **Capital City Kwanzaa Festival**. The Society is a not-for-profit tax-exempt organization that offers services in cultural arts programming and communications. These include planning and managing special events and programs, organizing exhibitions of art and artifacts, presenting programs in dance theatre and music and guiding cultural history tours. *Elegba* is an *Orisa* (ohr-REE-shah) or deity from the Yoruba tradition of West Africa who opens the roads. The **Elegba Folklore Society** hopes this event and each of its programs are road-opening experiences for its audiences.

Elegba Folklore Society thanks its program partners including the City of Richmond, Dominion, Wells Fargo and CBS 6. The Arts and Cultural Funding Consortium: Richmond, Henrico, Hanover partially supports **Elegba Folklore Society**.

A HISTORY OF THE FESTIVAL

Janine Yvette Bell, the founder and artistic director of the **Elegba Folklore Society, Inc.** and the festival's coordinator, has produced annual Kwanzaa programs in Richmond since 1986. **The Capital City Kwanzaa Festival was first presented in 1990. Because of this programming, observance of the Kwanzaa holiday has consistently increased in Richmond and surrounding areas.** The festival provides a particular contemporary significance against the backdrop of Richmond's history. Richmond, a center of the trade of enslaved Africans, is known as the capital of the Confederacy *and* the "birthplace of black entrepreneurship." The recognition of Kwanzaa as a cultural mediator of this history and the embracing of its concepts is evident not only in the festival's attendance, but also in the volume of requests for information and assistance from schools, churches and community groups.

The event has **featured such notables** as Kwanzaa's national creator, professor, author and lecturer, Dr. Maulana Karenga, activist Dick Gregory, TV journalist/entrepreneur, Tony Brown, Melba Moore, television star, the late Helen Martin, The Last Poets, Dr. Leonard Jeffries, Professor James Small, Bilal, Ms. Iyanla Vanzant, Mr. Anthony T. Browder, Ms. Ruby Dee and former Governor L. Douglas Wilder, among others. **Nationally**, the Capital City Kwanzaa **Festival has received attention** on the Food Network, in Chicago's Black Gold magazine, *Bandele's Guide to African American Festivals and Events* (Washington), *American Visions*, the magazine of Afro-American Culture (Washington), *Upscale*, *The Magazine for the Success-Oriented* (Atlanta), *Black Enterprise* (New York), which recommended this event with Kwanzaa festivities in Los Angeles, New York and Philadelphia and *Essence* magazine. A growing percentage of attendees travel from other cities and states. ***The Capital City Kwanzaa Festival helps to make Richmond and Virginia tourist destinations. It is the largest event of its kind in Virginia and one of the largest on the East Coast.***

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ABOUT THE ELEGBA FOLKLORE SOCIETY

The festival is presented by Richmond's Cultural Ambassador, **Elegba Folklore Society, Inc.** a not-for-profit organization, offering a variety of services in cultural arts programming. From the Yoruba tradition of West Africa, *Elegba* is an *Orisa*, or intercessor, who opens the road, bringing clarity out of confusion. Elegba Folklore Society's programs are to provide road-opening experiences for the participants. In addition to events planning/program development and performances, the organization presents exhibitions of art and artifacts and guides cultural history tours.

ABOUT KWANZAA

The Capital City Kwanzaa Festival embodies the principles of the Kwanzaa holiday. Kwanzaa, a seven-day holiday, is a family and community strengthening observance based on traditional African harvest festivals. The word Kwanzaa comes from the Swahili phrase "matunda ya kwanzaa" (mah-TOON-dah ya KWAHN-zah) which means "first fruits of the harvest." Celebrated by an estimated 28 million people December 26 - January 1, Kwanzaa is a time of thanksgiving for the accomplishments (or the fruits of our labor) of the year ending while projecting new growth into the year ahead. For African Americans, it is a time for reaffirming the holistic value system of African heritage, for paying homage to ancestors and elders. It is also a time for enjoying the blessings of the children while preparing them for the future.

The Nguzo Saba (n-GOO-soh SAH-bah), or seven principles, derived from Dr. Karenga's Kawaida philosophy, provides the foundation for the Kwanzaa holiday. They are: 12/26 - Umoja (Unity); 12/27 - Kujichagulia (Self-Determination); 12/28 - Ujima (Collective Work & Responsibility); 12/29 - Ujamaa (Cooperative Economics); 12/30 - Nia (Purpose); 12/31 - Kuumba (Creativity); 1/1 - Imani (Faith).

According to Dr. Maulana Karenga (mah - OO - lah - nah kah-RING - gah), the creator of Kwanzaa, Kawaida philosophy is built around:

- 1) An ingathering of the people,
- 2) A reverence for the creator and creation as it applies to nature and humanity,
- 3) A commemoration of the past — history, heroes and heritage,
- 4) A commitment to our highest ideals, and
- 5) A celebration of the good.

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TICKET OUTLETS

Downtown

Elegba Folklore Society's Cultural Center
101 East Broad Street
Richmond, Virginia
804/644-3900

Group Tickets and Advance General Admission.

Advance:	General Admission	\$6
	Students, 12 – 18	\$5
	Seniors, 65+	\$5
	Children under 12	Free
	Groups (10 or more)	\$5
	Children under 12	Free

Online Same prices plus convenience fee of \$1

<http://efsinc.org>

Box Office

The Altria Theater
6 N. Laurel Street, Richmond, VA 23220
(Day of Show, Only)

General Admission	\$8
Students, 12 – 18	\$7
Seniors, 65+	\$7
Children under 12	Free

No Group Sales.

HOTEL ACCOMMODATIONS

Special rates at Clarion Hotel
3207 N Boulevard, Richmond, VA 23230
804/359-9441

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DIRECTIONS

THE ALTRIA THEATER • 6 N LAUREL STREET • RICHMOND, VA 23220

From North:

Take I95 South to Belvidere St, Exit 76B. At the top of the ramp, turn left on Leigh Street, and at the next light turn right on Belvidere St. Follow Belvidere St about seven (7) blocks to Main St. Turn right on to Main Street, travel one (1) block and The Altria Theater will be on the right.

From South:

Take I95 North to Chamberlayne Ave., Exit 76A. At the light at the top of the ramp turn left. Travel to the next light at Leigh St and turn right. Follow Leigh St. about two blocks, and turn left on Belvidere St. Follow Belvidere about six (6) blocks. Turn right on Main St. Travel one (1) block and The Altria Theater will be on the right.

From East:

Take I-64 West to the 5th Street/Downtown Exit 190. Follow 5th Street about six (6) blocks to Main Street. Turn right on Main Street. Travel several blocks and after crossing Belvidere St., The Altria Theater will be on the right.

From West:

Follow I-64 East, which merges with I95 South, to the Belvidere Exit 76B. At the top of the ramp, turn left on Leigh Street, and at the next light turn right on Belvidere St. Follow Belvidere St about seven (7) blocks to Main St. Turn right on to Main Street, travel one (1) block and The Altria Theater will be on the right.

CLARION HOTEL • 3207 BOULEVARD • RICHMOND, VA 23230

From the North & West:

Take Exit 78, Boulevard. At the bottom of the ramp, you will see the hotel in front of you. Turn left on to Boulevard. Make the first right into the hotel's parking lot.

From the South:

Take Exit 78, Boulevard. At the bottom of the ramp, you will see the hotel in front of you. Turn right and then left into the hotel's rear parking lot.

From the East:

I-64 West merges with I-95 North and exits to the right just prior to Exit 190. Follow I-95N to take Exit 78, Boulevard. At the bottom of the ramp, you will see the hotel in front of you. Turn right and then left into the hotel's rear parking lot.

ALTRIA THEATER to CLARION HOTEL

From the front of the Altria Theater on Laurel Street, turn right on to Main Street. Travel on Main Street several blocks to Boulevard. Turn right onto Boulevard. Follow Boulevard for several blocks. Cross Broad Street. After traveling several blocks again, Clarion Hotel will be located on the right.

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