



2016 Capital City Kwanzaa Festival

FACT SHEET

- What** **2016 Capital City Kwanzaa Festival**
Attended by families from Baltimore, MD to Durham, NC (& Beyond)
- When** **Friday, December 30, 2016 • 5:00 p.m. • 11:00 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, WRIR 97.3
In cooperation with the Arts & Cultural Funding Consortium
- Cost** \$6 Advance General Admission. \$7, Door.
\$5 Students (12-18) & Seniors (65+), Advance. \$6, 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
804.644.3900
jaybee@efsinc.org

Date: December 10, 2016

2016 CAPITAL CITY KWANZAA FESTIVAL DECEMBER 30 AT THE ALTRIA THEATER CELEBRATING THE 50TH ANNIVERSARY OF KWANZAA

Richmond, VA • Elegba Folklore Society, Richmond's Cultural Ambassador, presents the **2016 Capital City Kwanzaa Festival** on **Friday, December 30, 5:00 p.m. – 11:00pm**, 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 **2016 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, created by Dr. Maulana Karenga, now in its 50th year.

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 festival pays homage to the 50th Anniversary of the holiday and Dr. Karenga's message, "...Repairing, Renewing and Remaking our World."

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 **2016 Capital City Kwanzaa Festival's thematic focus is based on philosophy foundational to the Kwanzaa holiday, recommitting to our highest cultural ideals in thought and practice.**

African Americans are the descendants of the creators of every aspect of the world's development. African Americans have influenced every aspect of America's development. Though we survived America's enslavement of the generations of our fore parents *and* their prowess, we are navigating its legacy as it shows up in daily occurrences of racism. This affects our world-view, our self-view and our sense of self-worth. When our cultural memory and our spiritual truth can affirm and uphold the realities of our identity, then and now, in the 50th Anniversary of this holiday observance, we are, in theme, ***Celebrating Our Magnificence.***

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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. Patricia A. Newton** aka **Nana Dr. Akosua Akyaa**, an international specialist in behavioral medicine and a proponent of the psycho-social-spiritual wellbeing of African people.

Festival events will occur as follows:

5:00pm **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.

6:00pm **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.

6:30pm **Breeze The Poet**. A professional spoken word artist, Breeze is known for his to-the-point, transparent writing and speaking style that exposes current events, relationships, history and his personal experience to gift audiences with a ***Serenity Song: Whole Hymns for Broken Peace***, also the title of his book. Having performed at the Apollo Theater and elsewhere nationally, this Richmond native is a Grand Slam Champion many times over. He expresses himself in a way that has been called, "preacher-like," and he says he was just sent to show the people their beauty inside his words.

7:00pm **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.

7:30pm **The Nia Sessions and Watoto Kwanzaa Begin**. Included are Reiki Master, Richard C. Yates, and other spiritual workers of ***The Joyce M. Branch Healing Place*** – alternative approaches to health maintenance, ***Stand for Justice*** with Lynetta Thompson who will discuss social issues for 2017, ***Do For Self in the 21st Century*** – encourages maximum productivity, with Azibo Turner, ***Healing Racial Trauma*** with peace education advocate, Ram Bhagat -- and more. S. Ross Browne, visual artist and educator will facilitate **Watoto Kwanzaa** activities. **The Nia Sessions** will be ongoing from 7:30p.m. until 10:00 p.m.

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8:00pm Dr. Patricia A. Newton Speaks. The festival's keynote speaker will unpack the event theme from the place of the psycho-social-spiritual wellbeing of African people. The CEO and Medical Director of the Black Psychiatrists of America and Medical Director of Newton & Associates, PA, specialists in Psychiatry and Behavioral Medicine, Patricia Newton, M.D., MPH, M.A., aka **Nana Dr. Akosua Akyaa**, also lectures in Ghana, South Africa, England, Spain, Senegal, Egypt, Ethiopia and Brazil. Her practice concentration is in the areas of anxiety disorders — post traumatic stress disorder, panic disorder, generalized anxiety disorder and social phobia. She has served as a consultant to the Congressional Black Caucus' Brain Trust for health care policy development. She is currently in the process of a book launch entitled *Post Traumatic Slavery Disorder*, which will publish in three languages -- English, Spanish and Portuguese — later this year. Dr. Newton has worked with traditional and indigenous healers of South America, Ghana, Senegal and South Arica, and she is an enstooled female king and queen mother in the Asante region of Ghana. A divisional chief, a Dompiahene, of the Agogo Traditional area, she is one of the first females to serve in this capacity and has the full rights afforded Asante royalty.

Her **topic** for the **2016 Capital City Kwanzaa Festival** follows the event's theme, ***Celebrating Our Magnificence***. She will entertain questions from the audience and also facilitate a small group consultation.

9:00pm Kenya Safari Acrobats. For more than 20 years, Kenyan acrobat, husband and father Jacob Kalama with his wife Karen and their company have dazzled audiences with the command of their bodies, timing and balance. The shows, which tour around the world, combine athleticism and education so that audiences can learn about aspects of Kenyan folklore and the Kiswahili language, also the language used to context the Kwanzaa holiday. The company trains daily, and the Kalamas have a school in Mombassa for developing new talent. Designed for families and fun, the Kenya Safari Acrobats will cause audiences to hold their breaths and cheer at once.

10:00pm Wildfire. Rooted in Senegal from the blood of the Mandinka to the shores of North America, Wildfire is a reggae artist, songwriter and producer. He sings about peace, love and African awareness through the inspiration of reggae music. Just returning to Virginia from a seven-city tour with Ghana's Papa Wastik, Wildfire is making his third appearance at the Capital City Kwanzaa Festival.

11:00 p.m. Festival Closes.

Advance tickets for the **2016 Capital City Kwanzaa Festival** are \$6, general admission, \$5 for students, 12 - 18 and \$5 for seniors, 65 +. At the door tickets are \$7, general admission, \$6 for students, 12 - 18 and \$6 for seniors, 65 +. Tickets for groups (at least 10 persons) are \$5. Group tickets must be purchased in advance only. Single 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, 804.644.3900, where group tickets are also available. 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, Reliance Medical, CBS 6 and WRIR 97.3. 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 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 Kwanzaa 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, Kwanzaa 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	\$7
Students, 12 – 18	\$6
Seniors, 65+	\$6
Children under 12	Free

No Group Sales.

HOTEL ACCOMMODATIONS

Special rates at Clarion Hotel
3207 N Boulevard, Richmond, VA 23230
804/359-9441
Please reserve by December 22

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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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