



## 2017 Capital City Kwanzaa Festival

### FACT SHEET

- What**            **2017 Capital City Kwanzaa Festival**  
Attended by families from Baltimore, MD to Durham, NC (& Beyond)
- When**           **Saturday, December 30, 2017 • 2:00 p.m. • 9:00 p.m.**
- Where**           **Dewey Gottwald Center**  
2301 W. Leigh 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 and CBS 6  
In cooperation with CultureWorks and 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) • [story1@efsinc.org](mailto:story1@efsinc.org)  
[www.efsinc.org](http://www.efsinc.org)

## For Immediate Release

**Contact:** Janine Bell  
804.644.3900  
jaybee@efsinc.org

**Date:** November 30, 2017

### 2017 CAPITAL CITY KWANZAA FESTIVAL DECEMBER 30 AT THE ALL NEW DEWEY GOTTWALD CENTER

Richmond, VA • Elegba Folklore Society, *Richmond's Cultural Ambassador*, presents the **2017 Capital City Kwanzaa Festival** on **Saturday, December 30, 2:00 p.m. – 9:00pm**, at the Dewey Gottwald Center, 2301 W. Leigh Street, Richmond, Virginia, on the campus of the Science Museum of Virginia. The Dewey Gottwald Center is located between the Bon Secours Training Camp and the Department of Motor Vehicles.

The **2017 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 51th 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.*** Because of it, Dr. Karenga has said, "Richmond is a major center for the celebration of Kwanzaa; it is an important site of African American history and culture, and it has been a very welcoming and enjoyable experience for my wife, Tiamoyo, and me."

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 essential African value systems, the **2017 Capital City Kwanzaa Festival's thematic focus is "Divinely Purposed" after the fifth principle, Nia, or purpose.** According to Dr. Karenga, "purpose" for Kwanzaa celebrants is "to make our collective vocation the building and developing of our community in order to restore our people to their traditional greatness." When cultural memory and spiritual truth affirm and uphold the realities of identity, that is divine purpose.

-more-

## 2017 Capital City Kwanzaa Festival/333

**The Nia Sessions are ongoing workshops** for all ages that will offer perspectives toward personal and community triumph. **The African Market** of cultural merchandise and African-inspired cuisine is open all day. The event's **keynote speaker** is the widely respected **Professor Griff**, an internationally recognized educator, writer, producer, musician, platinum recording/spoken word artist, lecturer and founding member of the pioneering, revolutionary Rock & Roll Hall of Fame hip hop group, **Public Enemy**.

Festival events will occur as follows:

**2:00pm        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.

**2:30pm        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 artistic director, Janine Bell**, will lead the ceremony.

**3:15pm        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.

**4:00pm        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, **Resilience Women's Circle** with Felicia Beckett who will guide women to recalibrate their value and place from their own self-view, **African Affairs** – shares perspectives on current events, with Professor Neal Holmes and **Money Matters** with financial strategist, Pierre Greene. Unicia Buster, visual artist and educators, will facilitate **Watoto Kwanzaa** activities including art making and cultural lessons. **The Nia Sessions** will be ongoing from 4:00p.m. until 8:00 p.m.

**4:15pm        Professor Griff Speaks.** An internationally renowned educator, writer, producer, musician, platinum recording/spoken word artist and lecturer, **Professor Griff** is a founding member of the pioneering, revolutionary Rock & Roll Hall of Fame hip hop group, **Public Enemy**. An activist within both the conscious and hip hop communities and an energetic and passionate educator, Professor Griff captivates audiences with his universal call for social responsibility. He will speak to the theme, *Divinely Purposed*, from his reservoir of historical scholarship and his extensive experience in the entertainment industry.

-more-

## 2017 Capital City Kwanzaa Festival/444

Griff maintains his role as Minister of Information for Public Enemy and is currently celebrating sixty world tours plus a 20th year anniversary with the group. He has recorded nine albums with Public Enemy. The group's first four albums during the late 1980s and early 1990s were all certified either gold or platinum and were, according to Los Angeles Times music critic Robert Hilburn in 1998, "the most acclaimed body of work ever by a hip hop act." *Fight the Power* is regarded as one of the most popular and influential songs in hip hop history, Spike Lee said in *Rolling Stone*. He made it the theme song of his celebrated film, *Do the Right Thing*, an exploration of racial politics and tension in the Brooklyn neighborhood, Bedford-Stuyvesant. Public Enemy's seminal work in music and social change influenced many hip hop artists and their forms of social expression.

Griff has distinguished himself as a talented and acclaimed solo recording, performing artist and actor (film) as well. His extensive discography has continued to include his membership in 7th Octave where he recorded the album *The Seventh Degree* (2004). Current projects include: 7th Octave -- *God Damage Album*; *Psychological Covert War on Hip-Hop* and *Symbology and The Psychological War on Hip Hop part2*.

Griff holds a Bachelor of Science degree in Education, and has created an empowering youth hip hop curriculum entitled Kidhoppaz, designed to fuse education and entertainment into a positive, effective instructional module.

Professor Griff is known for his ability to impart life-changing ideas, concepts and techniques for spiritual growth, personal growth and development.

**5:30pm 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 will sing about peace, love and African awareness through the inspiration of reggae music from his new album, *What is 4 Me is 4 Me*. Wildfire is making his third appearance at the Capital City Kwanzaa Festival.

**6:45pm BanCaribe.** Presenting its own brand, "Clavé Soul," a marriage of Afro-Cuban music with other Caribbean influences, rhythm & blues and Afro-pop, Kevin Davis and BanCaribe set original compositions and musical interpretations to the clavé rhythm pattern replacing the traditional drum set with the Latin percussion ensemble of timbales, congas, bongos, maracas and clavés. The guitar chords and harmonic vocals provide the soul, offering a smooth groove. Says Davis, "Rhythm is connected to my spirit. Music is a part of my heritage, soul, heartbeat and blood." The band easily invites the audience into this intimacy for listening and dancing.

**8:00pm Mike Hoggard Quartet.** Thirty years in as a jazz drummer, Mike Hoggard continues the Hoggard musical legacy established by his talented percussionist father, David Hoggard. The group will offer standards and New Orleans roots.

**9:00 p.m.** Festival Closes.

-more-

## 2017 Capital City Kwanzaa Festival/555

Advance tickets for the **2017 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.

**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. The Consortium is managed by CultureWorks.

### 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

-more-

## 2017 Capital City Kwanzaa Festival/6

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.***

### 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 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,

-more-

## 2017 Capital City Kwanzaa Festival/777

- 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.

### 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 (Day of Show, Only)

The Dewey Gottwald Center  
2301 W Leigh Street, Richmond, VA 23220

	General Admission	\$7
	Students, 12 – 18	\$6
	Seniors, 65+	\$6
	Children under 12	Free

No Group Sales.

## **2017 Capital City Kwanzaa Festival/888**

### **HOTEL ACCOMMODATIONS**

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

**###**