

2011 Capital City Kwanzaa Festival

FACT SHEET

- What** **2011 Capital City Kwanzaa Festival**
Attended by families from Baltimore, MD to Durham, NC
- When** **Saturday, December 31, 2011 • 1:00 p.m. • 9:00 p.m.**
- Where** **The Showplace Exhibition Center**
3000 Mechanicsville Turnpike
Richmond, Virginia 23223
- 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, Martin's
Urban Views Weekly, CBS 6, WUPV The CW Richmond
97.3 WRIR Richmond Independent Radio, CultureWorks
In cooperation with Radio Communications of Virginia
- 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://www.efsinc.org>
Urban Views Weekly
<http://www.urbanviewsweekly.com>
- **At the Door**
Day of Show Only. No Group Sales
- Media Contact**
LaTika Lee, Media and Marketing Manager
804/644-3900 (phone)
mailto:latika_lee@yahoo.com

Electronic Images Included or Available.

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: LaTika Lee, Media and Marketing Manager
804/644-3900 (phone)
mailto:latika_lee@yahoo.com

Date: December 15, 2011

2011 CAPITAL CITY KWANZAA FESTIVAL DECEMBER 31

Richmond, VA • Elegba Folklore Society, *Richmond's Cultural Ambassador*, presents the **2011 Capital City Kwanzaa Festival** on **Saturday, December 31, 1:00 p.m. – 9:00pm** at **The Showplace Exhibition Center, 3000 Mechanicsville Turnpike**, Richmond, Virginia.

The **2011 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 spoken word 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.***

At 1:00pm The African Market opens. **The important processional and Candle Lighting Ceremony will happen at 2:00pm.** Attendees are invited to come and experience the Kwanzaa holiday right from the start! **The 2011 Capital City Kwanzaa Festival will feature legendary actress and humanitarian Ruby Dee.** Her bio is included below.

Attendees can realize the power of their own creativity through the theme ***The Gift of Kuumba***. The Nguzo Saba (n-GOO-zoh SAH- bah), the Seven Principles of Kwanzaa, of which *Kuumba* is one, offer a path, through their intent, to empowerment for self, family and community. In addition to Miss Dee's intimate, autobiographical talk according to the theme, **workshops** will also offer empowerment tools: ***The Healing Place*** – alternative approaches to health maintenance, ***Spirit Reading*** – charting one's course into the new year, – making lifestyle decisions and more. Of course, ***Take Home Craft making and learning activities*** for children are a cornerstone of the Capital City Kwanzaa Festival.

-more-

2011 Capital City Kwanzaa Festival/333

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 and jewelry opens and will remain open throughout the event.

2:00pm **Drum Call & Processional, Kwanzaa Candle Lighting Ceremony**, Affirmation of the Nguzo Saba, the Seven Principles, the Pouring of Ancestral Libation. The lighting of candles and the ceremony will feature a call-and-response affirmation. The **Elegba Folklore Society's performance company** will lead the ceremony. 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 **Sharon Rae North** sings jazz -- straight-ahead, contemporary, smooth, and standards. Her CD, *The Way You Make Me Feel*, continues to receive airplay internationally and has received phenomenal reviews and sales from around the globe. Sharon's performances include opening for major artists, such as Joe Sample and the Crusaders and Patti LaBelle, Boney James, Stanley Clark, Ledisi, Chaka Khan, Chuck Mangione, Bob Baldwin, Marcus Johnson, Rain Pryor and others. Sharon has performed at venues throughout the country, from the storied Twins Jazz in Washington, DC to Isaac Hayes' Restaurant in Memphis to the Georgia Aquarium in Atlanta. She has performed at the inaugural Jazz at Maymont festival here in Richmond and other concert series.

Take-Home Craft Making for Children is a cornerstone **workshop** of the Capital City Kwanzaa Festival. Children will be inspired to create a symbol or other art that will serve as a memento of this family festival and under gird their understanding of the Kwanzaa holiday. Workshops for adults include **The Healing Place** – alternative approaches to health maintenance. Workshops will be ongoing from 4:00p.m. until 8:00 p.m.

5:30pm **Legendary Actress and Humanitarian Miss Ruby Dee Speaks**. From stage to screen, Oscar-nominated actress Ruby Dee is a cultural icon. With a career that has spanned over seven decades, the Emmy and Grammy-winning artist is multi-dimensional having receiving credits also as a producer and writer. Her roots as a Harlemites formed the foundation of her acting career, while a member of the American Negro Theatre, where she was a trailblazer and set the path for African Americans in theatre, film and television. Ruby Dee's creativity (*her Kuumba*) has been recognized both on screen and behind the scenes.

-more-

2011 Capital City Kwanzaa Festival/444

6:45pm Born the son of musician/activist, Olamina of Awareness Art Ensemble (A.A.E.), a very influential force in introducing African culture and reggae music to the Mid-Atlantic region, **Jah-I-Witness'** musical roots run long and deep. As an emcee, this **socially conscious Hip Hop** artist has created a colorful sound that truly stands out from the grayness of the music industry. With the microphone as his brush and beats as his canvas, Jah-I dips into his life experiences, emotions, and soul to paint sonic masterpieces. He is currently promoting the release of his second solo effort *The Struggle, The Love, The Glory* (The SLG), a collection of new songs and collaborations with various artists and producers around the world.

8:00pm Formed in 1980, **Truth and Rights Reggae Band** is a socially conscious ensemble that has been entertaining a wide range of audiences for nearly 30 years. Known for its political and social message of love, hope and unity, the group has shared the stage with Bob Marley & The Wailers, Third World and Black Uhuru.

9:00 p.m. Festival Closes.

Advance tickets for the **2011 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. Advance tickets can be purchased online at <http://www.efsinc.org> at urbanviewsweekly.com or at the Elegba Folklore Society's Cultural Center, 101 East Broad Street. 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, Martin's, CBS 6, 97.3 WRIR, WUPV, The CW Richmond Independent Radio and CultureWorks. The Arts and Cultural Funding Consortium: Richmond, Henrico, Hanover and Radio Communications of Virginia partially support Elegba Folklore Society.

-more-

2011 Capital City Kwanzaa Festival/555

ABOUT RUBY DEE

Her roots as a Harlemlite formed the foundation of her acting career, while a member of the American Negro Theatre, where she was a trailblazer and set the path for African Americans in theatre, film and television. She was the original Broadway actress cast as Ruth in Lorraine Hansberry's *A Raisin in the Sun*; Lena in *Boesman and Lena*, for which she received an Obie and a Drama Desk award; and Mary Tyrone in *A Long Day's Journey Into Night*, for which she received a Cable ACE award. Her portrayal of characters has also included roles in *Do The Right Thing*, *Jungle Fever*, *Peyton Place*, *Go Tell It on the Mountain*, *The Stand*, and *Having Our Say*.

Dee has served as an ambassador for social change. She, along with her late husband actor Ossie Davis, were **Civil Rights activists** and instrumental in organizing the 1963 civil rights March on Washington. In addition to Dr. Martin Luther King, Jr., they interacted closely with Malcolm X. After Ossie Davis' death in 2005, Ms. Dee released, in 2006, the selected speeches and writings of Ossie Davis in *Life Lit by Some Large Vision*, in bookstores now. Dee will exchange autobiographical dialogue during an intimate conversation with the audience highlighting segments of her life and groundbreaking career.

Count to Ten; a book of poetry and short stories, *My One Good Nerve* (which she has adapted into a solo performance piece); and *With Ossie and Ruby: In This Life Together*, a joint autobiography co-authored with her late husband—the audio version received a Grammy Award in the Spoken Word category. She has also narrated several audio books, including Zora Neale Hurston's *Their Eyes Were Watching God* (for which performance she won an Audie Award).

In 1988, Ms. Dee was inducted into the Theatre Hall of Fame. With Mr. Davis, she has been inducted into the NAACP Image Award Hall of Fame, awarded the Silver Circle Award by the Academy of Television Arts and Science, the National Medal of Arts Award, and the Screen Actors Guild's Lifetime Achievement Award. She has received several Emmy nominations, and in 1991, won an Emmy for her performance in *Decoration Day*.

In December 2004, Ms. Dee and Mr. Davis were recipients of the John F. Kennedy Center Honors. In 2005, she starred in *Naming Number 2*, a New Zealand comedy-drama that won the Audience Award at the 2006 Sundance Film Festival.

Her most recent roles have been in *Steam*, with Ally Sheedy and in the independent film *All About Us*. Her portrayal as Mama Lucas in *American Gangster*, with Denzel Washington and Russell Crowe garnered her an Oscar-nomination for Best Supporting Actor.

Dee is a member of Congress of Racial Equality (CORE), the NAACP, the Student Nonviolent Coordinating Committee, Delta Sigma Theta Sorority and the Southern Christian Leadership Conference. She is also a member of Actors' Equity Association, the Screen Actors Guild, the American Federation of Television and Radio Artists, and the Writers Guild.

2011 Capital City Kwanzaa Festival/6

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, the second largest slave market, is known as the capitol of the Confederacy and the "birthplace of black capitalism." The recognition of Kwanzaa 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, former Governor L. Douglas Wilder, activist Dick Gregory, TV journalist/entrepreneur, Tony Brown, Melba Moore, television star, the late Helen Martin, The Last Poets, Dr. Leonard Jeffries, Bilal, Ms. Iyanla Vanzant and Mr. Anthony T. Browder, among others. **Nationally, the Capital City Kwanzaa Festival has received attention** on the Food Network, in Chicago's Black Gold magazine, Bandle'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.**

ABOUT THE ELEGBA FOLKLORE SOCIETY

The festival is presented by Richmond's Cultural Ambassador, **the Elegba Folklore Society, Inc.** a not-for-profit organization, offering services in cultural arts programming and communications. From the Yoruba tradition of West Africa, Elegba is an *Orisa*, or intercessor, who opens the way for people to travel. The 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 kwanza" (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

2011 Capital City Kwanzaa Festival/777

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.

ABOUT DR. MAULANA KARENGA

The creator of Kwanzaa, Dr. Maulana Karenga is a professor in the Department of Black Studies, California State University at Long Beach. In addition to his professorship, Dr. Maulana Karenga chairs the President's Task Force on Multicultural Education and Campus Diversity, CSULB. He is the author of numerous scholarly articles and books including, ***Kwanzaa: A Celebration of Family, Community and Culture, Introduction to Black Studies and Ma'at, The Moral Ideal in Ancient Egypt: A Study in Classical African Ethics***. The chair of the organization Us and the National Association of Kwanzaa Organizations, he is the Executive Director of the African American Cultural Center and Kwanzaa Institute of Pan-African Studies, Los Angeles.

-more-

2011 Capital City Kwanzaa Festival/888

TICKET OUTLETS

Downtown

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

Group Tickets and Advance General Admission.

(Call for Additional Locations)

Online

<http://www.efsinc.org>

<http://www.urbanviewsweekly.com>

Box Office

The Showplace Exhibition Center
3000 Mechanicsville Turnpike
(Day of Show, Only)

No Group Sales.

HOTEL ACCOMMODATIONS

Special rates at Comfort Inn Conference Center Midtown,
3200 West Broad Street, Richmond, VA 804/359-4061.

2011 Capital City Kwanzaa Festival/999

DIRECTIONS

THE SHOWPLACE • 3000 MECHANICSVILLE TURNPIKE • RICHMOND, VA

I-95 North Bound:

Follow I-95 North to I-64 East. Take Exit 192 East (Mechanicsville Turnpike East). Travel about 1/2 mile. The Showplace is on the left.

I-95 South Bound/I-64 East Bound:

Exit I-95 to I-64 East at Exit #75. Take Exit 192 East (Mechanicsville Turnpike East). Travel about 1/2 mile. The Showplace is on the left.

I-64 West Bound:

Take Exit 192 East (Mechanicsville Turnpike East). Travel about 1/2 mile. The Showplace is on the left.

COMFORT INN 3200 WEST BROAD STREET • RICHMOND VA • 804.359.4061

I-95 North Bound:

Take exit #78, Boulevard. At the bottom of the ramp turn left. Travel to the first stoplight and turn right on to Robin Hood Road. Travel to the next light and turn left onto Boulevard. Take Boulevard several blocks to Broad Street. (See 7-11, CVS, Exxon, Chanello's). Turn right. Hotel is five blocks up, on the right.

I-95 South Bound/I-64 East Bound:

Take exit #78, Boulevard. At the bottom of the ramp turn right on to Boulevard. Take Boulevard several blocks to Broad Street. (See 7-11, CVS, Exxon, Chanello's.) Turn right. Hotel is five blocks up, on the right.

I-64 West Bound:

I-64 West merges with I-95 North and exits just prior to Exit #190. Follow I-95N and the directions above.

COMPLIMENTARY FESTIVAL PARKING



**WELCOME
TO THE
CAPITAL CITY KWANZAA FESTIVAL!**