

ODUNDE 365

ATTN: ASSIGNMENT EDITORS - NOTE EVENT WEEK SCHEDULE

For Immediate Release

Contact: Oshunbumi "Bumi" Fernandez-West, (267) 808-8510

FULL WEEK OF EVENTS LEADING UP TO THE ANNUAL ODUNDE FESTIVAL ON SUNDAY, JUNE 9

R&B Group Dru Hill to Close Out Festival on June 9 at Queen Lois Main Stage; Engaging Adeniyi "Niyi" Ogundana as ODUNDE Festival's Director of Logistics establishes third generation of Fernandez legacy, continuing ODUNDE, Inc. and Festival's move to a promising future

Philadelphia, PA—June 3, 2024. --- The ODUNDE Festival, the largest African American street festival in North America, will return to South Street in South Philadelphia on Sunday, June 9, 2024. ODUNDE, Inc. is excited to welcome everyone back for another year of more than 15 blocks of vendors, displays, international cuisine, drumming, and entertainment.

This year, a full week of live events (June 2-8) will proceed the Sunday, June 9 celebration as ODUNDE 365 presents:

- Monday, June 3 – **Convo with the CEO: Celebrating Women Entrepreneurs** (Amina Restaurant – 104 Chestnut Street, 6-8 pm)
- Tuesday, June 4 – **Afrobeats Outdoor Happy Hour & Dance Party** (The Lawn at City Square, 3701 Filbert Street, 5-8 pm, \$20 Admission)
- Wednesday, June 5 – **Festival Preview Celebration, African Business Roundtable and VIP & Diplomatic Reception** (Comcast Technology Center, 1701 JFK Boulevard – Preview: 11:30am – 2 pm; Roundtable & Reception, 3-6 pm)
- Thursday, June 6 – **Lois' Lunches (breakfast food giveaways in honor of the late Founder Lois Fernandez)** (Toast Café, 500 S. 52nd Street, 8-10 am)
- Friday, June 7 – **Caribbean Business Roundtable** (City Hall , 1400 JFK Blvd, Caucus Room 401, 3-5pm)
- Saturday, June 8 – **Buying Real Estate in Ghana Workshop** (Sky Lounge, 1500 Locust Street, 11 am – 1 pm)
- Sunday, June 9 – **Annual ODUNDE Festival** (23rd and South Streets, River Procession meets at 12 noon; Street Festival entertainment begins at 1:30 pm)

(MORE)

PAGE 2/ FULL WEEK OF EVENTS LEADING UP TO THE ANNUAL ODUNDE FESTIVAL ON SUNDAY, JUNE 9

Each year, the ODUNDE Festival, which is celebrating its 49th year, draws hundreds of thousands of people from throughout the Philadelphia area, the Mid-Atlantic region, and across the world. With an estimated \$30 million economic impact on the Commonwealth of Pennsylvania and a \$28 million economic impact to the City of Philadelphia, the ODUNDE Festival has been designated an official City event.

“With great joy, I officially welcome my son Niyi Ogundana to the ODUNDE, Inc. leadership team as Logical Director, continuing the Fernandez legacy of bringing culture from across the African Diaspora to the people of Philadelphia,” said Oshunbumi Fernandez-West, ODUNDE, Inc. Chief Executive Officer. “ We are so thrilled to be able to invite ODUNDE attendees back on South Street, to be immersed in the African, the Caribbean and African American culture through our diverse food offerings, entertainment, and history! I can’t wait to see everyone procession at noon where we honor our ancestors, including my mom and the late ODUNDE Founder Lois Fernandez, and we bring our offerings to the Goddess Oshun and ask her for a blessed ODUNDE and a Happy New Year.”

“ODUNDE is in my blood,” said ODUNDE, Inc. Director of Logistics Adeniyi “Niyi” Ogundana. “I began my journey with this festival as an infant, working at putting up posters and constructing the stages and going to meetings with my mother as a teenager. This new responsibility makes me feel good and was a natural next step. I am ready to get to work, psych up the team and take on some of the responsibility from my mom as we partner to take ODUNDE forward to families for years to come.”

On Sunday, June 9, the ODUNDE (meaning “Happy New Year” in Yoruba) Festival begins at noon with the historic procession to the Schuylkill River at South Street bridge in keeping with the West African based origins of the festival, rooted in the Yoruba spiritual tradition. For this ceremony, gifts of fruit and flowers are brought to honor the Goddess Oshun – the deity of culture, civilization, art and love. An historic look at the river ceremony, celebrated in honor of ODUNDE founder Lois Fernandez, can be seen on the ODUNDE website at <https://www.odundefestival.org/about.html>

(MORE)

PAGE 3/ FULL WEEK OF EVENTS LEADING UP TO THE ANNUAL ODUNDE FESTIVAL ON SUNDAY, JUNE 9

During the festival, Philadelphia's South Street corridor is transformed into the largest African American street festival in North America. Displays of African art and artifacts, including masks, sculpture and clothing define the festival's distinct international flavor. One of the highlights of the celebration is the endless variety of food offerings from throughout the African diaspora. The festival also features two stages of entertainment and other activities for attendees of all ages.

ABOUT ODUNDE

The ODUNDE Festival takes place annually on the second Sunday in June along South Street from 17th to 24th Streets and in the surrounding area. The free, outdoor festival, whose central ceremonies are rooted in the traditions of the Yoruba people of Nigeria, features a wide variety of vendors, craftspeople, artists, and performers.

Created in 1975 with a \$100 grant by Lois Fernandez, the ODUNDE Festival has grown to become the largest African American street festival in America. Oshunbumi "Bumi" Fernandez-West continues her mother's legacy through ODUNDE 365, a non-profit that produces the festival as well as year-round cultural programs to Philadelphia schools, businesses, and organizations. Further information on ODUNDE365's programs, the I AM BUMI children's book and calendar of events may be obtained by contacting us via the ODUNDE office at (267) 320-4364 or via the web at www.odundefestival.org

###