

NEWS RELEASE

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ODUNDE, INC. WELCOMES IYANLA VANZANT AND RAP LEGEND KRS-ONE TO 43RD ANNUAL FESTIVAL

FESTIVAL WITH TRADITIONAL AUDIENCE ATTENDED BY HUNDREDS OF THOUSANDS

Philadelphia, Pa., June 4, 2018 -The organizers of ODUNDE, Inc. today announced that the ODUNDE Festival will feature internationally known motivational speaker, author and television host Iyanla Vanzant (OWN's series *Iyanla Fix My Life*) and hip hop artist KRS-ONE to the ODUNDE African-American Festival Celebration. Ms. Vanzant will receive the OSUN Award on the South Street Stage at 4 p.m. KRS-ONE will perform on the South Street Stage at 6 p.m. The festival will take place Sunday, June 10, 2018, 10 a.m. until 8 p.m., along South Street from 20th to 23rd Streets and in the surrounding area. The free, outdoor festival, whose central ceremonies are rooted in the traditions of the Yoruba people of Nigeria, will feature a wide variety of vendors, craftspeople, artists and performers. **ODUNDE welcomes dignitaries from Brazil, Ghana, Ivory Coast and Liberia.**

Free festivities across Philadelphia leading up to Sunday's Festival include (updates will be listed on <https://www.odundefestival.org/events.html>):

- **JUNE 5 – MY STORY** - Tuesday, June 5, 2018 from 2 – 5 p.m.; African American Museum (701 Arch Street)
- **JUNE 8 – AFRICAN BUSINESS ROUNDTABLE** - Friday, June 9, 2018 from 2–5 p.m.; Federal Reserve Bank of Philadelphia – Boehne Auditorium (100 North 6th Street)
- **JUNE 9 – LOIS FERNANDEZ STREET RE-NAMING CEREMONY** – Saturday, June 9, 2018 from 11 a.m.; (23rd & South Streets)

As with past festivals, Sunday's events will begin with a procession from ODUNDE's Grays Ferry headquarters to the South Street Bridge. There, ODUNDE CEO Oshunbumi Fernandez-West will lead participants in paying homage to the Yoruba goddess of the river, Oshun. Once offerings of fruit, money, flowers, and other items have been cast into the river, the procession will make its way back down South Street for the official start of the festival.

Many entertainers will participate in Sunday's festivities all day on two stages (one on South Street and one on Grays Ferry Avenue) including: African Dance Groups, Neo Soul Artists, Hip Hop Dance Groups, the Community Visionary Awards Ceremony honoring local contributors to the Philadelphia Region & local communities and many other activities including performances by local and national musical and dance artists.

(MORE)

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Each year, the ODUNDE Festival draws up to 500,000 people from throughout the Philadelphia area, the Mid-Atlantic region, and across the country. Due to the event's substantial positive economic impact of \$28 million for the City of Philadelphia, the ODUNDE Festival has been designated an official City event.

Sponsors of this year's activities include: AT&T, AARP, Xfinity, PHLCVB, VisitPhilly, Penn Medicine, Jefferson Health Systems, Pennsylvania Lottery, WURD-AM, Philly360, PECO Energy, Power99, WDAS 105.3, We So Creative, I AM B.U.M.I. and a host of other partners.

Initiated in 1975 by Lois Fernandez and Ruth Arthur, the ODUNDE Festival has spawned a vital organization whose yearly programs and events reach audiences up to 500,000. ODUNDE continues to expand the cultural and community programs it offers local residents.

Throughout the year, ODUNDE sponsors numerous activities, through the ODUNDE365 and I AM B.U.M.I. programs which travel to Philadelphia schools, businesses and community organizations. Various other programs and workshops are available to the general public. ODUNDE also offers publications and other educational materials, such as the video "*Be a Player: An Oral History of the Life of Lois Fernandez*" and books *I AM B.U.M.I* by ODUNDE CEO Oshunbumi Fernandez-West and *From Hucklebuck to HipHop: Social Dance in the African American Community in Philadelphia* by acclaimed folklorist John Roberts. Further information on ODUNDE's programs, publications and calendar of events may be obtained by calling the ODUNDE office at (215) 732-8510.

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