

# PRESS RELEASE

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## AFRICAN ASSOCIATION OF MADISON, INC

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### For Immediate Release

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## AFRICA FEST 2021

*A festival of African Folklife*

Madison, Wisconsin — Individuals, institutions and organizations interested in African culture will want to attend this year's **AFRICA FEST**. The African Association of Madison, Inc. in collaboration MG&E, UW-Madison African Studies Program and other supporting local corporations/businesses will produce AFRICA FEST 2021.

The festival is scheduled for **Saturday, August 21, 2021** from 10:00 a.m. to 10:00 p.m. at the renovated McPike Park (formerly Central Park), 202 S. Ingersoll Street, Madison, Wisconsin. McPike Park is located in a very supportive residential area of central Madison where one can walk, bike or bus to the event.

AFRICA FEST is in its 22nd year. Under the association's theme "Building and Bridging Communities", the festival is a community-based cultural and educational event devoted to grassroots cultural heritage. It's an annual day-long festival that provides opportunities to improve race relations and garner inclusiveness for diversity in the greater Madison area and environs by celebrating and sharing African traditions and cultural heritages with the community. Through the course of the day, over 3000 diverse audience is expected from in and around Dane County. They will consist of children, students, members of academia, news media, arts enthusiasts and others who are interested in learning about the rich cultures of Africa.

### **Admission Is Free To The Public! All Ages Are Welcome!**

"Strides For Africa" - a 3k/5k run/walk for all ages kicks off the festival at 10:00 am. Registration fees for this event, in its entirety, provide funds for the construction of potable water wells in rural Africa, changing the lives of many people for the better in rural Ethiopia, Liberia, Sierra Leone, Rwanda, Uganda and Tanzania.

Throughout the day, African immigrants in the Madison area will showcase their heritages by their cultural performances. This to be augmented by our local performers/musicians: Tani Diakite and the Afro Funk-Stars; Atimevu; Limanya; The Nigerian Masquerade, Sista Sensi & The Buds Reggae; and many other local cultural groups. The Parade of African Nations will be featured. The "African Tent" will also showcase a physical representation of real Africa, portraying the Africa Fest theme: Celebrating Africa's Great Civilizations. And of course, food, arts & crafts vendors of authentic African wares will line the perimeter of the park to pamper your taste.

AFRICA FEST is a wonderful opportunity for the community to learn about African culture and traditions directly from the Africans who live here. Whatever the motivation to attend, one thing guaranteed is the experience for a deeper appreciation of Africa and Africans.

**Africa Fest is A Madison Celebration!**

**-We Invite You To Join Us-**