



PLEASE NOTE NEW LOCATION:
GRAND HYATT HOTEL

WORLD FESTIVAL OF BLACK ARTS AND CULTURES NYC PRESS CONFERENCE

Friday, September 24, 2010

- Who:** The Senegalese President, His Excellency Mr. Abdoulaye Wade, with fellow organizers of—and featured artists in—the 2010 World Festival of Black Arts & Cultures, including: Kwame Kwei-Armah, the festival’s Artistic Director; and Akon and Marcus Miller, featured performers.
- What:** Press Briefing about the festival, which takes place in Dakar, Senegal, December, 10–31, 2010
- When:** Friday, September 24, 4:00 P.M.
Check-in: 3:30 P.M.
- New Location:** The Regency Room, Mezzanine Floor of The Grand Hyatt, 109 East 42nd Street (at Park Ave, across from Grand Central)
- RSVP To:** Blake Zidell (blake.zidell@blackworldfestival.com)

About the World Festival of Black Arts and Cultures

The World Festival of Black Arts and Cultures has been held only twice before, in 1966 and 1977. Culminating a monumental year in African history—including the first FIFA World Cup on the continent and the 50th Anniversary of Francophone Africa’s independence—the third edition of the festival will be held in Senegal’s capital city this year, as it was in the festival’s first incarnation 45 years ago. The African Union has appointed the Senegalese President, His Excellency Mr. Abdoulaye Wade, to mount the largest global gathering to date of black artists, writers, filmmakers, intellectuals, scientists and other luminaries, and anticipates that people will travel from all over the world for the occasion.

The theme of the 2010 festival is African Renaissance. The festival will honor a nation exemplary of this central theme: Brazil, an epicenter of the African diaspora, to be sure. It will also host artists from across Africa as well as North and South America, the Caribbean, Europe, among other places.

The programming will span across numerous disciplines: concerts; art, photography and design exhibitions; fashion shows; a literature event; a retrospective of films by African and diaspora directors; theater; dance; urban culture (rap, graffiti, etc.); a science & technology exhibition; a food & wine festival; and traditional architecture, among other activities.