

# FOR IMMEDIATE RELEASE

September 27, 2018



— Ghana 2019 —



**"Nsoromma" on "Fawohodie"**

– two Adinkra symbols combined. The "Nsoromma", star represents children of our heavens, the free african and "Fawohodie" is emancipation, freedom, independence.



Waves of the African seas that carried them in the colours of Africa. Red, their toils, yellow/gold, their wealth and green the fertility and productivity of the people. The waves face backward representing the return.

What is lost in the sea is returned by the waves

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**GHANA TO LAUNCH YEAR LONG  
MARKETING AND REUNIFICATION  
INITIATIVE MARKING 400-YEAR  
ANNIVERSARY OF FIRST ENSLAVED  
AFRICANS ARRIVAL IN THE US IN  
1619**



Black Star Square (Independence Square) in Accra, Ghana

**Washington, DC** (BlackNews.com) -- Following a successful launch of the inaugural Back2Africa Festival in February 2018 and the Ghana Tourism US East Coast Visit in March 2018 with The Adinkra Group to promote Ghana as a prime tourism destination, The Ghana Tourism Authority (GTA) continues to bolster their efforts to promote Ghana as a prime tourist, business and investment destination for African Americans.

In late August 2018, GTA partnered with The Adinkra Group and Sunseekers Tours to host a team of writers and photographers from the iconic *EBONY Magazine* in Ghana documenting lifestyle, culture and tourism which will be prominently featured in *EBONY's* Power 100 issue in print and online later this year. The editorial will serve as an introduction to what people can look forward in 2019. The “Year of Return, Ghana 2019” is an initiative aimed to celebrate the resilience of African people, market Ghana as both a high profile tourism and business destination in an effort to build stronger bonds between Ghana and African people in the Diaspora.

The Year of Return, Ghana 2019 is the only centrally organized public-private partnership with an African nation commemorating the quatercentenary of the arrival of Africans in the United States. The Office of Diaspora Affairs at the Office of the President of the Republic of Ghana leads the steering committee, which is coordinated by The Ghana Tourism Authority (GTA) under the Auspices of the Ministry of Tourism, Arts and Culture in collaboration with the PANAFEST Foundation, Cultural Heritage African Tours, and The Adinkra Group. Given Ghana's longstanding reciprocal relationship with African-Americans and the African diaspora under the banner of Pan-Africanism dating back to Ghana's Independence, this partnership is both highly appropriate and inspiring.

**The Year of Return, Ghana 2019 - Programs (more programs to be added):**

## **JANUARY 2019**

*"BRA FIE" Concert hosted by Damian Marley, Son of Bob Marley.* Targeting Caribbean market and local Ghanaian youth involvement

## **FEBRUARY 2019**

*Back2Africa Festival to celebrate Black History Month* US music groups performances in Cape Coast Castle and AfricanAncestry.com reveals

## **MARCH 2019**

*Independence Day activities* Key African American figures to celebrate Independence Day

## **APRIL 2019**

*Heritage Paragliding* Yearly paragliding festival

## **JUNE 2019**

*Homecoming and Investment Summit* Targeting second generation Ghanaians in the diaspora

## **JULY 2019**

*PANAFEST* Promote and enhance unity, Pan-Africanism, and the development of the continent of Africa itself.

## **AUGUST 2019**

*Emancipation/African American Investment Forum* Marking end of slavery in the Caribbean and an African American investment forum

## **NOVEMBER 2019**

*Ghana Carnival* Repositioning Ghana's Carnival in the world Carnival market

## **DECEMBER 2019**

*Right to Return and Afrochella* A celebration by African Americans who received citizenship in 2016 and Major Youth Carnival in Ghana

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