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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
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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