

# PRESS RELEASE



**AFRICAN ASSOCIATION OF MADISON, INC**  
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## For Immediate Release

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## AFRICA FEST 2024

*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. will produce Africa Fest 2024 with support from MG&E, UW-Madison African Studies Program; grants from Madison Arts Commission and Evjue Foundation; and additional support from local businesses/corporations.

The festival is scheduled for **Saturday, August 17, 2024** from 10:00 a.m. to 10:00 p.m. at the renovated McPike 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.

This is AFRICA FEST's 24th year. Africa Fest is a family-oriented festival showcase that shares African traditions and rich cultural heritages with the Greater Madison communities and environ. This annual, day-long festival provides opportunities to increase cultural awareness, improve race relations and, encourage diversity and inclusiveness with these communities. Through the course of the day, over 3000 diverse audience is expected from in and around Dane County.

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

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

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; Kikeh Mateo; The Nigerian Masquerade, Sista Sensi & The Buds Reggae, Jimmy SugarCane; and many other local cultural groups. The Parade of African Nations will be featured, consisting of festival attendees flying the colorful flags of 54 African nations along the perimeter of the park. Another important showcase is the "African Village Tent" produced by the African Women's Association. This invigorating showcase is a physical representation of real Africa portraying this year's Africa Fest theme: Diversity, Equity and Inclusion. 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-**