

Nollywood New Yam Festival & Awards 2024, The 12th Edition: Celebrating African Heritage, Empowering Futures!

Introduction

Embrace the heartbeat of Africa's cultural tapestry at the 12th Nollywood New Yam Festival & Awards—an illustrious three-day grand extravaganza poised to unfold in the heart and vibrant ambiance of Abuja, Nigeria's Federal Capital Territory. This cultural masterpiece set for October 2024 serves as a vibrant canvas and an immersive cultural experience where traditions thrive, arts flourish, and legacies unfold, encapsulating the essence of Africa's rich heritage.

Three-Day Festival Agenda: Spanning three days, our festival itinerary brims with cultural richness and celebration!

Day 1: Pan-African Food Fest, Fashion Showcase & Music Entertainment.

Day 2: Children's Cultural Festival, Children's Art Exhibition Grand Finale Displays and Sales, Indigenous Cultural Dance Competitions and Scholarship Presentations Ceremony, etc...

Day 3: Chieftaincy Titles, Conferment of Patronship & Awards Ceremony.

Projects Overview

The festival's canvas encompasses diverse projects:

1. **Pan-African Food Fest:** A gastronomic spectacle that unites African nations through their diverse cuisines and culinary stories. Each country proudly showcases its culinary heritage, inviting attendees to savour the flavours of Africa while fostering unity through the universal language of food. [<more>](#)
2. **Patronage Celebration:** Honouring esteemed Patrons, distinguished men and women of valor who champion cultural preservation, our celebration recognizes their invaluable contributions to safeguarding and promoting the essence of African heritage. [<more>](#)
3. **Mission & Goals:** At the core of our mission lies a commitment to preserve, promote, and celebrate African cultural heritage. We strive to foster cultural exchange, empower communities, and unite nations through shared traditions and artistry.
4. **Scholarship Program:** Our commitment to bridging the gap in education extends through various scholarships, enabling and empowering bright minds from indigent and underserved backgrounds to pursue academic excellence, fostering a future where education and culture intertwine for a future steeped in both. [<more>](#)

5. **Children's Cultural Festival:** A vibrant platform nurturing cultural pride among the younger generation through storytelling aka “Folktales with Monalisa Chinda”, Cultural Dances, Books Presentations and educational initiatives, ensuring the continuation of our rich traditions. <[more](#)>
6. **Book Donations:** Contributing to knowledge dissemination and education, our book donations initiative aims to provide access to literature, fostering learning and literacy across communities.
7. **Arts Exhibition:** A kaleidoscope of artistic expression showcasing the visual tapestry of African creativity through the eyes of the children—a fusion of contemporary and traditional artistry that encapsulates our cultural essence, showcasing the diverse cultural expressions of the continent with the theme, “A Stitch in Time”, an annual arts exhibition for Secondary School pupils! <[more](#)>
8. **Face of Nollywood New Yam Festival Search:** Embrace the chance to become the face of our festival through the online search—an opportunity to embody and represent the spirit of African heritage. The crowning will take place on day-2 of the 3 days at the epic event in October. <[more](#)>
9. **Chieftaincy Titles & Awards:** A prestigious ceremony honouring excellence in the arts, film, and cultural contribution, conferring chieftaincy titles and awards upon outstanding individuals, recognizing their pivotal role in cultural preservation. <[more](#)>

Summary:

In the final week of October 2024, the Federal Capital Territory, Abuja becomes the epicentre of cultural convergence and a melting pot of culture, heritage, and innovation as the Nollywood New Yam Festival & Awards unfolds. Join us in this transformative journey where tradition meets modernity, fostering unity, celebration, and a vibrant tapestry of African identity. Together, let's celebrate Africa's past, present, and future—align your brand with cultural excellence, immerse in unity, and witness the reverberating medleys of Africa. Elevate your presence, partner with tradition, and become part of a legacy that celebrates the essence of Africa.

For details on the projects Local Organizing Committee, the Team Members and how to donate to support the cultural arts festival, including further detailed information on the above and more, kindly visit the festival's official website on www.nollywoodnyfa.org

For enquiries, contact the Director of Communications, Nathan Duke on 08050900120, 080392293938 I duke.doc@nollywoodnyfa.org

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