

# Press Release

## Celebrating the Mother of Wind and Change with Odun Oya 2012

*Oyotunji African Village Announces the 2012 celebration of Oya; the feminine energy and deity of transformation, revolution and guardian Mother of the ancestors, featuring a special public screening of Ancestral Voices: Esoteric African Knowledge*

### FOR IMMEDIATE RELEASE

Sheldon, S.C. [October 18, 2012] — The ancient spiritual traditions of the Yoruba of West Africa are largely comprised of ancestor worship and veneration. As the guardian and Mother of the ancestors, Oya is heavily esteemed and honored. From October 27th thru October 29th this progressive cosmic force will be celebrated during Odun Oya 2012 at Oyotunji African Village (56 Bryant Lane Sheldon, S.C. 29941). Beginning on Friday evening at 9pm with the historic Oloja Ebo, or Oya's Plaza, the festival will span the entire weekend with rituals, ceremonies and celebration in honor of Oya. Advanced tickets to Odun Oya 2012 are available via [oyotunji.org](http://oyotunji.org) for \$7.50 per-day or \$15 for the entire weekend; Friday's festivities are free to the public. At the gate the fee will increase to \$10 per-day and \$20 for the entire weekend.

This year's Odun Oya will feature a special public screening of the UK Longbelly Entertainment Ltd's Ancestral Voices: Esoteric African Knowledge. This unique film bridges communities, by igniting a much-needed debate about traditional African spiritual systems; their cosmologies, ideologies and underlying ethical principles. Modern science no longer refutes the origins of mankind being in Africa and similarities in the cosmological ideologies of African esoteric systems with those found many established world religions today, suggest that it was not only people that migrated, but also concepts and themes that then provided bedrock for the formation of other systems of belief.

The documentary aims to shed light on a topic shrouded in much mystique, negativity, superstition and ignorance, to allow for informed discourses on the subject without fear of persecution or oppression. Through video interviews, a range of individuals of different faiths in the United Kingdom share their experiences and knowledge of these esoteric systems and their perceptions of them in light of other established religions and mainstream media coverage of these esoteric systems. Traditional shaman from the Greater Accra, Eastern and Ashanti regions in Ghana, West Africa, are also interviewed to provide authentic accounts of their cosmologies, practices and esoteric spiritual systems.

In case of rain, Odun Oya 2012 will be postponed to the following weekend. It is customary when attending the Odun Oya to wear white clothes and to bring ebun (gifts); egg plants, masks, plums, money and/or candles as offering to the King and for the parade and prayer.



Oyotunji African Village USA  
PO Box 51 | 56 Bryant Lane Sheldon, South Carolina  
(843) 846-8900

---

For more information about the **Odun Oya Festival 2012** or to pre-purchase tickets for the weekend visit [[www.oyotunji.org](http://www.oyotunji.org)].

