

# Press Release

## 40<sup>th</sup> Annual King's Day Festival at Oyotunji African Village; Celebrating Four Decades of Traditional African Sovereignty in North America

*The Kingdom of Oyotunji African Village reacquaints the Diaspora with the reality of African Royalty born in America; continuing to shape America's understanding of the complex ancient tradition and culture of the Yoruba*

### FOR IMMEDIATE RELEASE

Sheldon, S.C. [September 13, 2012]— From October 5<sup>th</sup> – October 7<sup>th</sup> The Kingdom of Oyotunji African Village [56 Bryant Lane Sheldon, S.C. 29941], one of the most unique and mystical communities in North America, will celebrate their 40<sup>th</sup> Odun Oba or King's Day Festival. Originated in 1972 by HRH Oba Osejeman Adefunmi I, the King's Day Festival is a salute or gesture of appreciation, indebtedness, acknowledgement, recognition and tribute to the traditional royal Yoruba institutions that had an influential part in creating modern-day access to the secrets of West African ancestors in America. Opening festivities will begin Friday, October 5<sup>th</sup> at 7pm in celebration of the natal birth of HRH Oba Osejeman Adefunmi I, also coined the Father of the African Cultural Restoration Movement. In the form of a Meet & Greet and an informal reception, Friday's activities will conclude with a special screening by Great Benin Films. General public is encouraged to attend for an opportunity to meet Oyotunji African Village's HRM Oba (King) Adejuyigbe Adefunmi II and HRM's Royal Court. Admission to Friday's event is \$7.50 in advance and \$10 at the gate for general public and free for all Media and Press [Press Contact [miji.pearse@thepremiumworld.com](mailto:miji.pearse@thepremiumworld.com) to confirm attendance]. Tickets for the entire weekend can be purchased in advance for \$20 and \$30 at the gate. To pre-purchase tickets and for a complete list of the weekend's activities, visit [oyotunji.org/events-calendar1.html](http://oyotunji.org/events-calendar1.html) or call (843) 846-8900.

This year's celebration has additional significance because it marks a pivotal point in Oyotunji African Village's history with the HRM Oba Adefunmi II's Proclamation of August 26<sup>th</sup> as a National Holiday for all Yoruba Diaspora, celebrating and elevating the legacy of HRH Oba Osejeman Ofuntola Adefunmi I. Additionally, HRM Oba Adefunmi II has made it a primary focus in his Kingdom to become an advocate for the restoration of women to their ancient prominence. HRM took a compelling step towards this advocacy with the Appointment of HRM's Crown Kpojito to be formally installed upon HE Igbo Iyalase Aina Olomo at 1:00pm on October 7<sup>th</sup> 2012 in the Kingdom of Oyotunji African Village.

From the Office of HIS ROYAL MAJESTY  
Oba Adejuyigbe Egrundjobi Alladahonu Oyewole Adefunmi II  
Oloyotunji of Oyotunji Village USA

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**In conjunction with the before mentioned, for the first time in Oyotunji African Village's history, the Board of Directors that governs the African Theological Archministry [ATA], will be restructured.**

*"The ATA was incorporated in 1960. Restructuring the board allows us to bring in new blood, new energy that ushers us into our evolution and our era of innovation. We are at a critical junction in our history and development; whereby this generation NOW has the ability to create the necessary pillars to sustain an institution that belongs to all of us! This reorganization is simply building on the legacy of our foremothers and forefathers so our collective elevation lasts, because we build on the past, for the present and eternity. "Our house is your house."- HRM Oba Adejuyigbe Adefunmi II*

**The Kingdom of Oyotunji African Village looks forward to hosting other members of royalty and the emerging leaders from national and international culture based communities.**

**Admission to the King's Day Festival is \$7.50/day in advance and \$10/day at the gate for general public. Tickets for the entire weekend can be purchased in advance for \$20 and \$30 at the gate. To pre-purchase tickets and for a complete list of the weekend's activities, visit [oyotunji.org/events-calendar1.html](http://oyotunji.org/events-calendar1.html) or call (843) 846-8900.**

