



**Media Contact:** April R. Silver of AKILA WORKSONGS  
for Chief Ayanda Clarke of THE FADARA GROUP LLC  
718 756 8501 office :: 646 522 4269 mobile  
pr@akilaworksongs.com :: @akilaworksongs

**PRESS RELEASE #3** FOR IMMEDIATE RELEASE (2 Pages)  
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***True To Our Native Land* Tickets Are Now Available!**  
**The Family-Friendly Two-Day Event of Performance Showcases  
and Community Conversations Is Ready for Online Ticket Buyers!**  
**The Brooklyn Bank: December 14 - 15, 2018 (Friday and Saturday)**

**Brooklyn, New York** ---- Today GRAMMY Award-Winning Percussionist **Chief Ayanda Clarke**, Founder & CEO of THE FADARA GROUP LLC ([www.THEFADARAGROUP.com](http://www.THEFADARAGROUP.com)) announced that tickets are now on sale for the highly-anticipated event, ***True To Our Native Land***. Billed as a family-friendly two-day event featuring performance showcases and community conversations in the heart of Brooklyn, *True To Our Native Land* (TNL) is one of the most exciting events slated to close out the year on a high note. Originally announced at the 47<sup>th</sup> International African Arts Festival this past summer, the two-day event has one core mission: to uplift what is dynamic, relevant, and vital about African culture in the 21st century. *TNL* will take place **Friday, December 14** and **Saturday, December 15, 2018** at **The Brooklyn Bank** ([www.BrooklynBankVenue.com](http://www.BrooklynBankVenue.com)), a new Black-owned 4,000 square foot event space in Bed-Stuy (located at 896 DeKalb Avenue, at the corner of Marcus Garvey Boulevard). The event is open to the public. General admission is \$25 (plus service fees). Special promotions and group rates are available. More details, plus the schedule, are available at [www.TheFadaraGroup.com/culture/](http://www.TheFadaraGroup.com/culture/) or by calling (833) 432-3272 x6.

Chief Ayanda (as he is popularly known) also confirmed two additional program highlights: (1) esteemed linguist and visual artist **DOBA AFOLABI** will join the already distinguished roster of artists and scholars (see previous release), and (2) **African Ancestry** ([www.africanancestry.com](http://www.africanancestry.com)) will conduct a live, on-site “DNA Reveal” of Chief Ayanda Clarke on Friday, December 14, 2018. African Ancestry “uses the world’s largest database of African DNA lineages to determine [one’s] country and ethnic group of origin.” More details to come about this program highlight and the relationship between African Ancestry and THE FADARA GROUP.

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## THE MISSION OF *TRUE TO OUR NATIVE LAND*

*True To Our Native Land* is more than the final line of the poem that eventually became the Black National Anthem song (“*Lift Ev'ry Voice and Sing*” by James Weldon Johnson). It is also a state of mind, an affirmation, a decision to make Africa central in our lives. It is this point of view that fuels the event’s narrative: Africa is dynamic, relevant, vital, and worthy of attention 365 days a year. It is grounded in the notion that traditional African Culture is essential to excellence in Black thought, Black culture, and Black history, here in the U.S. and throughout the African Diaspora.

Chief Ayanda goes on to say: “*True To Our Native Land* is designed to bring out the best in our African pride. The days of seeing Africa as old, stale, and something to be ashamed of are over. We’re celebrating a refreshed perspective and a progressive movement for the 21<sup>st</sup> century.”

## SPONSOR AND PARTNERS

*True To Our Native Land* is sponsored, in part, by the Greater New York Arts Development Fund of the New York City Department of Cultural Affairs, administered by **Brooklyn Arts Council** (BAC). And nationally, the event has partnered with one of the top Black-owned mobile tech companies in the country. Based in the Bay Area, **MyClickUrban** ([www.myclickurban.com](http://www.myclickurban.com)) allows users in select urban cities to discover events *and* freely promote events through its website and app. The company, founded in 2013, just launched *MyClickUrban Powered by Sparxo*, an online ticketing service designed for event hosts and promoters. It is the People of Color’s answer to Eventbrite. *MyClickUrban Powered by Sparxo* will be the official and exclusive online ticketing service for the two-day event. *True To Our Native Land* is also sponsored by **African Ancestry** ([www.africanancestry.com](http://www.africanancestry.com)). Founded by Dr. Rick Kittles and Gina Paige in 2003, African Ancestry is a genealogical DNA testing service provider that “is the world leader in tracing maternal and paternal lineages of African descent...”

## LEARN MORE | CONTACT US

Media inquiries are directed to April R. Silver of AKILA WORKSONGS: [pr@akilaworksongs.com](mailto:pr@akilaworksongs.com) or 718.756.8501 office or 646.522.4169 mobile. For previous and forthcoming press releases and media alerts, to interview any of the confirmed participants, to RSVP your attendance, or to request any additional information, please send an email or call the office. Messenger and DMs are welcome, too.

Learn more via the official website ([www.THEFADARAGROUP.com](http://www.THEFADARAGROUP.com)) and via social media:

- **LinkedIn:** [@ChiefAyandaClarke](#)
- **Facebook:** [@ChiefAyandaClarke](#)
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- **Twitter:** [@THEFADARAGROUP](#)

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