



TASTE
— < *of* > —
LIBERIA

CULTURAL FESTIVAL

JULY 4 — TWIN CITIES, MN
JULY 26 — WASHINGTON DC

A CELEBRATION OF A COUNTRY AND CULTURE WITH UNIQUE
TIES TO THE UNITED STATES



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**A CELEBRATION OF A COUNTRY AND CULTURE WITH UNIQUE
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TASTE OF LIBERIA CELEBRATES THE REMARKABLE 168-YEAR HISTORY, CULTURAL HERITAGE, SCENIC BEAUTY AND NATURAL RESOURCES OF LIBERIA, AFRICA'S ONLY REPUBLIC FOUNDED BY FREED AMERICAN SLAVES, AND THE ONLY AFRICAN NATION THAT WAS NEVER COLONIZED BY OUTSIDE COUNTRIES.

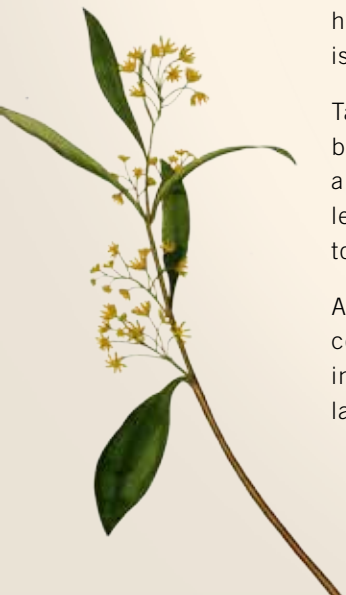
A cultural festival with an emphasis on sampling, Taste of Liberia will celebrate the cuisine of Liberia, its music and its intriguing folk and contemporary art.

The story of Liberian foods, arts and culture is a rich story of counter-slavery, colonization, ethnic and cultural diversity, innovation, crushing adversity, and, ultimately a road map for future prosperity for a unique and dynamic people.

Taste of Liberia will allow Liberians, Americans, and others to gain a better understanding of their shared history and surprising commonalities. The project will engender pride and appreciation of Liberian ex-pats for their homeland, as well as help re-brand Liberia on the world stage at a crucial time when the Ebola epidemic is putting this country prominently in the news.

Taste of Liberia welcomes corporations, organizations, and individuals currently doing business or seeking to invest in Liberia the opportunity to showcase their products and services, and learn about the unique economic opportunities of Liberia. We invite leaders in tourism, agriculture, sustainable development, the media and real estate to share their insights on meeting challenges and thriving.

A new annual event and multi-city tour Taste of Liberia will be an eco-tourism and conservation promotional vehicle for the government and friends of Liberia who are interested in saving Liberia's cultural heritage and preserving some of West Africa's last remaining pristine beaches, rainforest, exotic plants and wild life.





GET A GOOD TASTE!

Taste of Liberia invites chefs from around the world to get involved. What were the foods enjoyed by early freed American settlers in a new and foreign land? How did tastes and customs migrate, and evolve as the diverse foods of the native inhabitants sustained these new settlers? How did the country's cuisine change over time as more freed American and African slaves were repatriated to Liberia and other immigrants from the Caribbean came to this new land of freedom on the shores of West Africa? The answers, like the questions, are flavorful and tantalizing.



EVENT FACT SHEET

TWO CITIES

TWIN CITIES, MN & WASHINGTON DC



JULY 4TH WEEKEND (TWIN CITIES, MN):

Family-friendly food event powered by Liberian food vendors showcasing the rich and varied foods of Liberia.

Gala event and concert headlined by major Liberian musician(s) and featuring some of Liberia's popular up-and-coming Hipco musical artists...including an exhibition of Liberian fashion, art and cultures.

Silent Auction/Raffle to support non-profit and community organizations engaged in valuable health, educational, and entrepreneurial programs in Liberia.

JULY 26TH WEEKEND (WASHINGTON DC):

Gala fundraising dinner and concert honoring American efforts to end the Ebola epidemic in Liberia, and to thank American volunteers and caregivers. Event will also offer a remembrance of Thomas Eric Duncan, the only Liberian to die of Ebola in the U.S.

Political Forum breakfast featuring leaders in the non-profit and NGO spheres working in Liberia, as well as entrepreneurs and investors active in the rehabilitation of Liberia.

Silent Auction/Raffle to support non-profit and community organizations engaged in valuable health, educational, and entrepreneurial programs in Liberia.



AUDIENCE

AS IT ENDEAVORS TO BREAK DOWN OBSTACLES TO TRADE, INVESTMENTS, AND TRAVEL TO LIBERIA FROM THE UNITED STATES, TASTE OF LIBERIA IS REACHING OUT TO A THREE-FOLD AUDIENCE:

- 1/ LIBERIAN EX-PATS
- 2/ AFRICAN EX-PATS
- 3/ AMERICAN PROGRESSIVES AND AFRICAN-AMERICANS.

Companies, organizations and individuals currently doing business in Liberia, or contemplating a business start-up or investment, will learn about the country's many economic opportunities. The event will foster a strong collaborative environment in which new, valuable contacts can be made and information freely exchanged.

The two-city event will also offer a forum on eco-tourism and conservation for a country that urgently needs to save its shrinking cultural patrimony, as well as preserve some of West Africa's last remaining pristine beaches, rainforest, exotic plants and wild life.

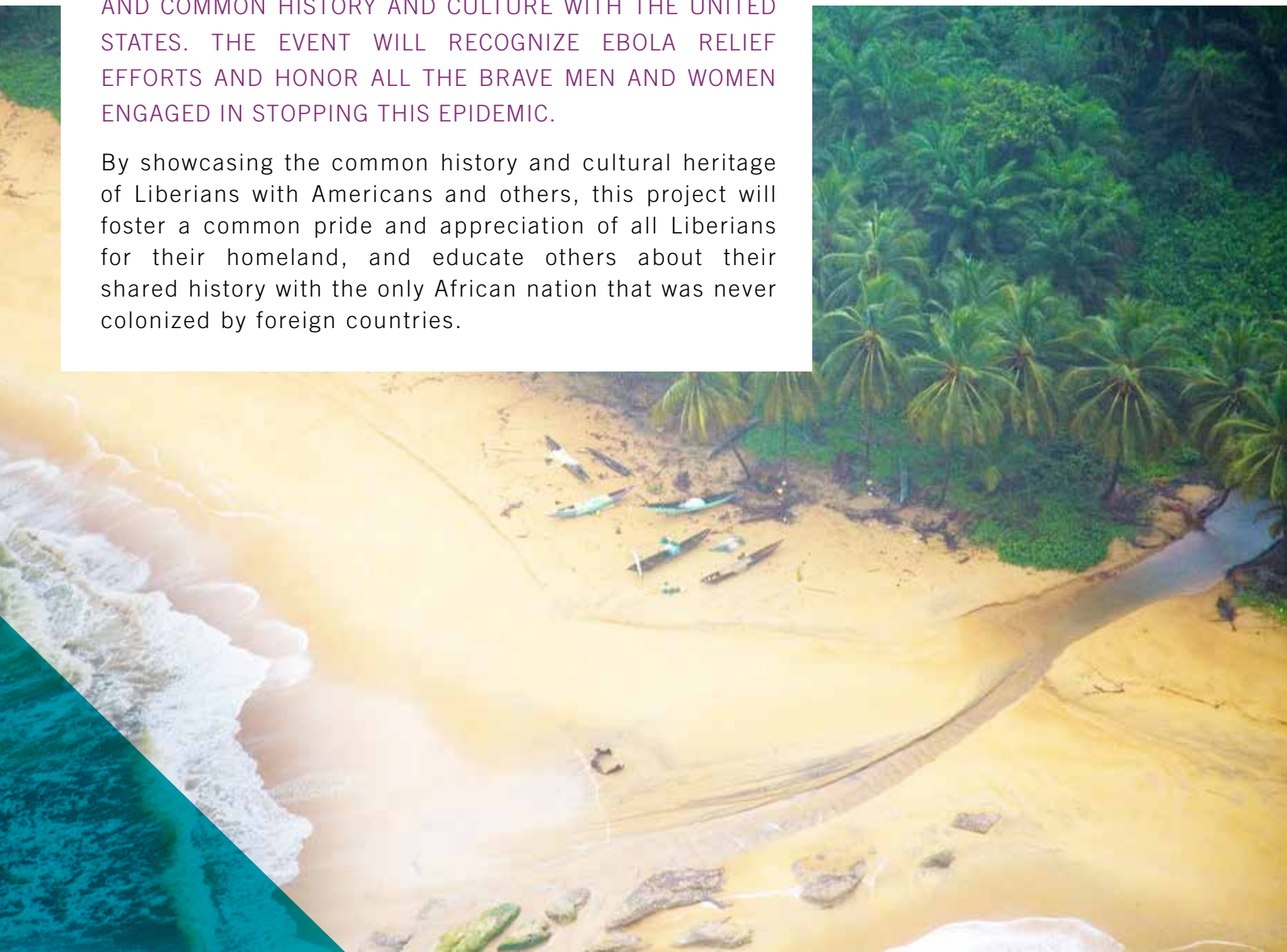


OUR MISSION BREAKS NEW GROUND

As Africa's only republic founded by freed American slaves, Liberia is truly a one-of-a-kind African country. Its tempestuous 168-year history, American-influenced cultural heritage, and breathtaking wealth of under-leveraged natural(non-energy) resources, make Liberia a potentially priceless country for Americans to explore and get to know.

TASTE OF LIBERIA'S MISSION IS TO SIGNIFICANTLY INCREASE AWARENESS OF LIBERIA'S UNIQUE STRENGTHS AND COMMON HISTORY AND CULTURE WITH THE UNITED STATES. THE EVENT WILL RECOGNIZE EBOLA RELIEF EFFORTS AND HONOR ALL THE BRAVE MEN AND WOMEN ENGAGED IN STOPPING THIS EPIDEMIC.

By showcasing the common history and cultural heritage of Liberians with Americans and others, this project will foster a common pride and appreciation of all Liberians for their homeland, and educate others about their shared history with the only African nation that was never colonized by foreign countries.



SPONSORS GET INVOLVED

Taste of Liberia will partner with promoters, community organizations, educators, and partners in both cities to jointly produce component events, collaborate on services and to cross-promote their services.

Taste of Liberia will make strategic use of technology and the Internet to build its audience and communicate its forward-thinking messages. Taste of Liberia's website, social media outreach, content creation, and marketing know-how will provide strong collateral promotional opportunities for our partners and sponsors, allowing for branding, advertising, product placement, and sponsored content.

Presenters and partners are companies and organizations that are doing good work, providing much-needed services, helping to renew and rehabilitate the country. These companies -- including health care providers, and social welfare organizations -- are providing visionary leadership, doing things differently, bucking trends, and facing tough odds. Also included are individual artists, chefs, musicians, entrepreneurs, etc. who stand out in their fields because of leadership, and innovation. Companies and individuals can be Liberia-based or US-based.

BE IN GOOD COMPANY

We look forward to working with all our stakeholders -- from our sponsors and exhibitors, individual artists, chefs and entrepreneurs, to local, city and state government agencies, community organizations, and the general public.

HERE ARE SOME OF THE GROUP CATEGORIES THAT WE WILL WELCOME TO TAKE PART.

- LIBERIAN, AMERICAN AND INTERNATIONAL GOVERNMENT AGENCIES, CORPORATIONS, AND VENDORS
- TOURISM (destination companies and tour operators)
- ECOLOGY AND NATURAL RESOURCES
- SUSTAINABLE TOURISM
- HOME BUILDERS
- ARCHITECTURAL PRESERVATION
- ECO-FRIENDLY PRODUCT DEVELOPMENT
- HEALTHCARE
- EDUCATION
- LITERACY
- ART -- FOLK AND CONTEMPORARY
- NEWS AND MEDIA ORGANIZATIONS



OUR MESSAGE STANDS OUT

Taste of Liberia will put forth a Positive Message that challenges common perceptions. But this has to be backed up by real vision and accomplishments.

WE WANT PEOPLE TO KNOW THAT TASTE OF LIBERIA IS HIGHLIGHTING A SPECTRUM OF COMPANIES AND INDIVIDUALS THAT ARE WORKING TO IMPROVE THE FORTUNES OF THE COUNTRY AND OF ITS CITIZENS.

Inclusion in the festival will be based on positive impact, real accomplishments, and groundbreaking vision, not on an ability to pay to be included, or as a function of perceived political importance or influence.

The story of Liberian cuisine, art, early architecture, and contemporary music is a rich story of counter-slavery, African colonization, ethnic and cultural diversity and struggle, innovation, crushing defeat, and, ultimately a road map for future prosperity.





BENEFITS

IN ADDITION TO BUSINESS PROMOTION, THERE WILL BE AN EDUCATIONAL VALUE FOR OUR AUDIENCE TO BE EXPOSED TO THE WORK OF PARTICIPATING COMPANIES AND TO THEIR MESSAGES OF RENEWAL.

The festival's mission -- to dramatically highlight Liberia's unique cultural history and ties with the United States, its unique cultural and natural assets, and the country's untapped potential for sustainable cultural tourism and eco-tourism -- is a new message for many. To many Americans this message of common heritage will come as a surprise. Hearing a message of hope leveraging untapped cultural and natural resources (not mineral resources), will be hard to believe for many who expect very little from civil war-ravaged countries in Africa, especially one of the three Ebola-ravaged countries.

THE FESTIVAL CAN FOSTER RELATIONSHIPS AS WELL AS AWARENESS.

Part of our message is that we want companies active in Liberia to work together, and to engage with American ex-pat communities in creative new ways. The festival provides a new framework for doing this.

Companies working in Liberia must seek to fully engage the ex-pat community in the U.S., as well as under-leveraged African American groups.

Of course we want to attract strong and valuable sponsors to help us produce a quality event. But first and foremost we want to create a showcase of Liberian companies and organizations that are doing valuable things to attract visitors and investors to Liberia, and that can help promote a positive image for the country.

LIBERIAN AGRICULTURE AND TOURISM FACT SHEET

AGRICULTURE - PRODUCTS:

Rubber, coffee, cocoa, rice, cassava (manioc, tapioca), palm oil, sugarcane, bananas; sheep, goats; timber

LABOR FORCE - BY OCCUPATION:

Agriculture: 70% Industry: 8% Services: 22% (2000 est.)

EXPORTS - COMMODITIES:

Rubber, Timber, Iron, Diamonds, Cocoa, Coffee

EXPORTS - PARTNERS:

China 24%, US 15.3%, Spain 11%, Algeria 6.5%, Thailand 4.5%, Malaysia 4.1%, France 4% (2012)

NATURAL RESOURCES:

Iron Ore, Timber, Diamonds, Gold, Hydropower

ENVIRONMENT - CURRENT ISSUES:

Tropical Rain Forest Deforestation; Soil Erosion; Loss of Biodiversity;
Pollution of Coastal Waters from Oil residue and raw sewage

ENVIRONMENT - INTERNATIONAL AGREEMENTS:

PARTY TO: Biodiversity, Climate Change, Climate Change-Kyoto Protocol, Desertification, Endangered Species, Hazardous

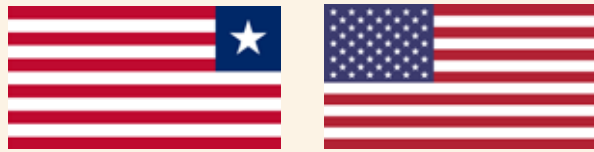
Wastes, Law of the Sea, Ozone Layer Protection, Ship Pollution, Tropical Timber 83, Tropical Timber 94, Wetlands signed, but not ratified: Environmental Modification, Marine Life Conservation

SOURCE: CIA FACTBOOK

UNEXPLOITED POTENTIAL IN "ANCESTRY" AND "ROOTS" TOURISM

Before the civil war, Liberia received large numbers of tourists from the US due to its reputation for peace and stability, its tropical climate and beautiful beaches and its English-speaking population. Liberia's economy, including the travel and tourism industry, was badly damaged by the civil war, and has yet to recover. However, as the demand for genealogy tourism increases, Liberia is set to once again become a favourite tourist destination for US visitors, especially African-Americans, due to its unique history as the first black African republic and also as a haven for freed black American slaves during the 19th century. Many high-profile US stars such as Oprah Winfrey have traced their ancestry back to Liberia. - Source: <http://www.wtmlondon.com/library/Travel-and-Tourism-Liberia>

THE BEST OF BOTH WORLDS



PRODUCED BY NEXTAINMENT LLC,

NATHAN S. WHITE - EXECUTIVE PRODUCER

IN LOVING MEMORY OF FATU WILLIMINA GITTENS-WHITE (JULY 13, 1954 ~ MAY 2, 2014)

MOTHER. EDUCATOR. ENTREPRENEUR...THE BEST OF US!

CONTACT US:

WWW.TASTEOFLIBERIA.COM

Sign up for email alerts, download sponsorship/vendor packages, program guides, etc...

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ENGAGE WITH US

WE'RE SHARING PHOTOS, VIDEOS, AND STORIES ON SOCIAL MEDIA. JOIN THE CONVERSATION.

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NEXTAINMENT, LLC is the producer of TASTE OF LIBERIA™. We welcome the opportunity to work with all our sponsors, government agencies, community organizations, and the general public to make TASTE OF LIBERIA™ a very unique and worthwhile cultural festival in the USA and beyond. This festival highlights the many beautiful attributes of Liberian cuisine, culture, and potential as a cultural mega and destination location.

If you have any questions, would like to perform, or would like to inquire about a media, corporate, non-profit sponsorships and/or vendor packages, please feel free to contact us at 612-327-7783 or email info@tasteofliberia.com