

# MEDIA BLITZ

SPECIAL PRESS INVITATION

From: Beck Lee/MEDIA BLITZ LLC

## 1<sup>ST</sup> ANNUAL TASTE OF LIBERIA CULTURAL FESTIVAL SPANS AMERICAN AND LIBERIAN INDEPENDENCE DAYS

### EVENTS ON JULY 5 AND JULY 26

Dear Colleague:

“Taste of Liberia,” a cultural festival showcasing innovators in the culinary arts, music, entrepreneurship, sustainability and tourism, gets underway on Sunday July 5 at the popular nightspot Tangiers, 116 N. 1<sup>st</sup> Avenue in Minneapolis. Celebrating the shared cultural heritage of Liberia and the USA, “Taste of Liberia’s” Festival Kick-Off Party features a Liberia vs. USA Lip Sync Battle, Liberian food, and DJs who will spin a wide array of dance hits spanning 90’s R&B, hip hop, reggae and Afrobeats music.

Dress attire for the evening’s festivities, which take place from 10pm to 2am – is festive African-modern. The host and Red Carpet MC is **Jazz Maestro**. “Taste of Liberia” is produced by Nextainment, LLC, original producer of the popular Afrifest annual pan-African celebration in the Twin Cities. **Nathan S. White** is the event’s executive producer.

The cover charge for the event is \$15 per person at the door before 11pm. To order in advance and to reserve VIP seating and bottle service, go to [www.eventbrite.com](http://www.eventbrite.com)

On Sunday July 26 Taste of Liberia hosts its 1<sup>st</sup> Annual Gala Celebration, 6pm to 9pm. Complete with red carpet, Liberian buffet, and an awards ceremony recognizing American and Liberian individuals and organizations pivotal in the Ebola relief effort, the gala takes place at The Lodge (Stage 81) in the Robbinsdale Town Center. The evening’s keynote speaker will be **Rugie Barrie**, a Liberian food innovator and entrepreneur. Gala honorees will be Global Health Ministries, Kou Fangalo and Alhaji Mohamed Bah and The Minnesota African Taskforce Against Ebola. The evening’s raffle and fundraising proceeds will go to The Minnesota African Taskforce Against Ebola to benefit the Ebola Orphans in Liberia.

Preceding the ceremony, from 1pm to 3pm, also at The Lodge, will be a first-of-

its kind Liberian innovative cuisine juried cooking competition. The Taste of Liberia “Taste-Off” invites both professional and amateur chefs of any background or nationality to interpret traditional Liberian dishes and cuisine using ingredients commonly used by Liberians over the past 168 years. The competition’s blue-ribbon jury will include award-winning chef and author **Amalia Moreno-Damgaard**, community leader **Patwin Lawrence** and **Suzanne Madison**, co-founder of Lena Youth Connect.

The “Taste-Off” is open to the public with sampling opportunities. The categories are Collard Greens, Corn Bread, Jollof Rice, Best Traditional Liberian Dish, and Best Nouvelle Liberian Creation. Cash prizes will be offered for the best in each category.

“In this celebration of our resilient Liberia,” says Festival Producer White, “we will go beyond highlighting Liberia's cultural and historical ties with the United States, which are many. We want to make clear that we have unique and precious cultural and natural assets, like our foods and unbelievable welcoming culture. The country also has much untapped potential for sustainable cultural and eco-tourism. We still are the home of some of West Africa’s last surviving rain forests, wild life and exotic plants. ‘Taste of Liberia’ will let us put these treasures front and center and show them in a very positive light.”

As Africa’s only republic founded by free African-Americans, and the only African nation never colonized by outside countries, 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. Liberia’s Day of Independence is July 26.

White adds, “The goal of this project is to foster a common pride and appreciation of all Liberians for their homeland, and to educate young African-Americans especially about our shared history and values.” For complete schedule and information visit [www.tasteofliberia.com](http://www.tasteofliberia.com)

Sincerely,

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