



**PRESS RELEASE**

December 21, 2012

## **AFRIDIZIAK GIFTS AND OCCASIONS WINTER FAIR 2012 RAISES FUNDS FOR SICKLE CELL SOCIETY**

Deanne Rowe and Sophia A Jackson of Afridiziak Gifts and Occasions are pleased to announce that in December 2012 at their first Winter Fair in Birmingham and their third annual winter fair in London they raised a total of **£399** for the Sickle Cell Society. The funds were raised from a third of proceeds taken on the door and raffle ticket donations.

Since 2010, Afridiziak Gifts and Occasions and their unique shopping events have attracted quality exhibitors showcasing the finest selection of merchandise of culturally inspired gifts and products for all occasions. This year has been without a doubt their most successful year to date.

**Charity:** This year the organisation chose the Sickle Cell Society as their official charity, **Kalpna Patel, fundraising manager, said:**

*"I would like to say a big thank you to Afridiziak Gifts and Occasions for supporting the Sickle Cell Society. I'm delighted the Winter Fair in Birmingham and London were a great success and as a result have raised £399 for us, which is absolutely fantastic. Afridiziak Gifts and Occasions are doing a great job in providing a unique shopping event for people as well as supporting charities. I wish them every success in the future".*

### **Exhibitors**

Afridiziak Gifts and Occasions would like to thank the following exhibitors for being part of our events this year: Calabash Hub, Mary Kay Cosmetics, The Baking Housewife, Skone Designs, Sheabutter Cottage, Positive Image Project, Neno Natural, Yess Essentials, Jewellery by Pauline G, Pure Essence Greeting, Oooh Skincare, LaPierre PD, House of LouLee, Gita's Portal, Ayasu Tantamani, Prisoner of Wonderment, Amzie's Design, Aisse Boutique, Ana Isarts, Charmain's Kitchen, AfroToys, Alexandra Galleries, Color Blind Cards, Lily Haze, ACSHO, Yemanja, P Sankara, S and M Culture Books, Conscious Prints, Prestige Profiles, Senga K Designs, Ma Nubiah, Arhinarmah London, Sotonye, Laya Loves, Dre's Designs, Kai Personal Designs, Kabawicity, Shea Decadence, She's Royal Wraps, Coconut Sea, Empress Occasions, Afro Fusion Designs, Noire Lumiere, Rosalie Knits and Jolcreate.

For further information on our 2012 exhibitors, visit: [www.afridiziakGO.com/winter2012](http://www.afridiziakGO.com/winter2012) - click on the 'exhibitors' tab.

### **Sponsors and partners**

Thank you to the following organisations for working with and supporting the 2012 Afridiziak Gifts and Occasions Winter Fair in Birmingham and London through being part of our events and/or sponsoring our goodie bags/raffle prizes: Afridiziak Theatre News; the Sickle Cell Society; Mellz Photography, Blaze It Up Entertainment, Calabash Hub, Gospel Essence Choir, Abigail Kelly Soprano, Kato Enterprises, Ultimalt, Curls Unleashed, Curls, Mizani UK, Miss Jessie's, Philip Kingsley, Curl Harmony, Picturehouses, The Baking Housewife and Big J's Kitchen.

## **Images**

Images from the Afridiziak Gifts and Occasions Winter Fair – Birmingham, 1 December 2012  
courtesy of Sophia A Jackson

<https://www.facebook.com/media/set/?set=a.452836631431703.96117.137853789596657&type=3>

Images from the Afridiziak Gifts and Occasions Winter Fair – London, 8 December 2012 courtesy  
of Mellz Photography

<https://www.facebook.com/media/set/?set=a.452298041485562.96044.137853789596657&type=3>

## **Website**

[www.afridiziakGO.com/winter2012](http://www.afridiziakGO.com/winter2012)

## **Facebook**

[www.facebook.com/afridiziakGO](http://www.facebook.com/afridiziakGO)

## **Twitter**

[@afridiziakGO](https://twitter.com/afridiziakGO)

## **Note to editors**

1. The Afridiziak Gifts and Occasions Winter Fair was held on 1 December at the Drum in Birmingham and the 8 December at the Electric Social, Brixton, London.
2. Afridiziak Gifts and Occasions was launched in September 2010 by Deanne Rowe and Sophia A Jackson. We are all about unique gifts, which are culturally inspired by African-Caribbean culture, and we support entrepreneurs in getting their goods and services to a wider audience.
3. For press enquiries – interviews with the founders of Afridiziak Gifts and Occasions; logos; images of some of the culturally inspired gifts that will be on sale on the day, etc please contact Sophia A Jackson on [sophia@afridiziakGO.com](mailto:sophia@afridiziakGO.com) or call 07855 86 77 78.
4. Exhibitors who took part in the third annual Afridiziak Gifts and Occasions Winter fair are available for interview.

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