



**First annual Afridiziak Gifts and Occasions Christmas Shopping Extravaganza raises £120 for the African-Caribbean Leukaemia Trust**

The festive season kicked off with the first annual Afridiziak Gifts and Occasions Christmas Shopping Extravaganza which was held on **Saturday 4 December 2010** from **11am to 5pm** at the **Oval House Theatre** in south-east London. This unique shopping event brought together top quality exhibitors who offered unique and affordable culturally inspired gifts not found on the shelves of local high street shops or department stores.

**Afridiziak Gifts and Occasions finance and operations director, Deanne Rowe said:**

*"Our Christmas market allowed us to bring like-minded businesses and consumers together and create a culturally inspired day. It was fun and positive, highlighting the need for such an event. Next year will be bigger and better and we appreciate the support and positive feedback received."*

The family day gave shoppers the opportunity to pick up inspiring gifts which oozed creativity and in many cases that bespoke, handmade touch - and was a chance for people to get something a bit more personal and thoughtful for their loved ones and of course themselves.

**Charity:** We chose the African-Caribbean Leukaemia Trust [ACLT] as our official charity for 2010 and donated **£120** - a third of proceeds taken on the day to them. The ACLT were present on the day and used the event as a donation recruitment drive. They also announced the raffle prize winners. Info: [www.aclt.org](http://www.aclt.org)

**ACLT's co-founder and national development officer Beverley De-Gale,** said: *"Thank you on behalf of the ACLT for allowing us to be a part of the shopping extravaganza and for the funds raised to assist our life saving work. We successfully raised awareness of becoming donors and recruited members of the public to the three donor registries. We managed to recruit 24 potential bone marrow donors, 16 signed up to become blood donors and eight signed up as organ donors. Thank you to all your team and Lime magazine"*.

**Sophia A Jackson, Afridiziak Gifts and Occasions communications director,** said:

*"It was a blessed day filled with positive vibes and we would like to say a special thank you to our volunteers, friends and family and everyone who braved the cold and came out in their droves to shop and support the African-Caribbean businesses and of course our exhibitors for being part of this special day":* Eclectic Food; Tempestra Lingerie; Lekan Partnership; Nubidollz; Qemamu Mosaics; Rise Books; My Lela; Evelyn Products; Ptah-Ra; Kayobi Clothing; Alexandra Galleries; Senga K Designs; Colour and Movement; Asase; Nerua Phut Accessories; Fawohodie Designs; African Greeting Cards; Yess Essentials; A Timeless Culture; Foroyaa African Crafts and Jewellery; Hair We Grow Natural 100%; Salongo Arts; Ashaki Cosmetics; Dee's Luxury Jamaican Cakes; Pebbles Wearable Art; Dainty Beads; Joli Create and AfroToys.

**Event feedback**

**Melanie Brown:** *"The stall sellers were so nice with good vibes. It was a nice day out with a lot of class to it and good feelings with the mulled wine and goodie bags. Well done"*.

**Risebooks:** "The smell of mulled wine and the music set the scene and got everyone in the mood for the occasion. I enjoyed the day and it was buzzing all the way to the end. It was good to see some well known faces from the TV. The public came, which was the main thing, often you don't know how these things are going to turn out - so well done you, and your team".

**Dee's Luxury Jamaican Cakes:** "I enjoyed the event - such a great mood with fabulous music".

**Evelyn Products:** "Many thanks for Saturday. Great energy, creativity and warm people".

**Senga Designs:** "Thanks so much for organising the Afridiziak Gifts and Occasions Christmas Market. You have a great team. Well done. The music by DJ Sofire, Sofine was on point, all day long not one off key record".

**Pebbles Wearable Art:** "Thanks to you and all your staff for the energy you have put out to make the event succeed".

To keep the occasion in the spirit of Christmas, we created a day that left everyone feeling festive and in the mood for giving. The festive shopping experience included a serving of warm mulled wine and Christmas cake on arrival made by our official caterer, **Eclectic Food**. Throughout the day **DJ Sofire, Sofine** kept the atmosphere buzzing with her on point tune selection. To mark this festive occasion, Christmas Carols were beautifully sung with gusto by the remarkable **Battersea Seventh-day Adventist Church Praise Choir**.

Photography by Mella Binns: [www.facebook.com/mellzphotography](http://www.facebook.com/mellzphotography) - to see the images from the day. Or here: [www.photobox.co.uk/my/album/share?album\\_id=595387148](http://www.photobox.co.uk/my/album/share?album_id=595387148)

- Originals available email: [sophia@afridiziak.com](mailto:sophia@afridiziak.com)

**Sponsors and partner organisations:** We would like to say a big thank you to the following organisations: Afridiziak Theatre News; Lime magazine; African-Caribbean Leukaemia Trust; Battersea Seven Day Adventist Praise Choir and Eclectic Food. Goodie bags sponsors: Creme of Nature; Organic Root Stimulator and KeraCare. Thank you also to everyone who donated raffle prizes for our charity raffle.

#### **Note to editors**

1. For press enquiries - interviews with the founders of Afridiziak Gifts and Occasions; logos and images please contact Sophia A Jackson on [sophia@afridiziak.com](mailto:sophia@afridiziak.com).

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. Info: [www.afridiziak.com/xmas2010](http://www.afridiziak.com/xmas2010)

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