



Press release
November 2010

First Afridiziak Gifts and Occasions Christmas Shopping Extravaganza

To kick start the festive season, we are pleased to announce that the first annual Afridiziak Gifts and Occasions Christmas Shopping Extravaganza will be held on **Saturday 4 December** from **11am to 5pm** at the **Oval House Theatre** in south-east London.

This unique shopping event brings together exhibitors who will be offering affordable cultural gifts you won't find on the shelves of local high street shops or department stores.

The family day gives shoppers the opportunity to pick up inspiring gifts which ooze creativity and in many cases that bespoke, handmade touch - it's a chance to give your loved ones something a bit more personal and thoughtful.

You will find a wide assortment of gift types to cross off your gift-giving list and no doubt pick up something for yourself too.

You can expect to see top quality exhibitors who will be showcasing the finest selection of culturally inspired merchandise.

Our exhibitors will be selling a variety of unique, cultural gifts including: children's toys; books for all ages; hair and beauty products many of which will have been naturally/organically produced; jewellery and accessories; greeting cards; clothing for children and women; and seasonal food and drink.

Charity: We have chosen the African-Caribbean Leukaemia Trust [ACLT] as our official charity for 2010 and will be donating a third of proceeds taken on the day to them. The ACLT will be present on the day and are using the event as a donation recruitment drive. We are also pleased that they will be there to announce the raffle prize winners.

Info: www.aclt.org

To keep the occasion in the spirit of Christmas, we have created a day that will leave you feeling festive and the mood for giving.

Your festive shopping experience includes:

- On arrival, guests will be served a warm glass of mulled wine or non-alcoholic alternative with an Afridiziak Christmas cake made by our official caterer, Eclectic Food
- DJ Sofire, Sofine spinning an eclectic mix of tunes to keep you feeling festive
- Christmas Carols sung by Battersea Seventh-day Adventist Church Praise Choir

- Retailers selling culturally inspired gifts for men, women, children including hair and beauty products, books, toys, educational gifts, paintings, jewellery, accessories, bags, clothing, gifts for the home and greeting cards too
- Gift wrapping service
- Face painting for children courtesy of Nubidollz
- Raffle prizes galore - we are raising funds for the African-Caribbean Leukaemia Trust
- Caribbean food will be on sale from 12-5pm at the Oval House Theatre café
- Photography by Mella Binns
- On departure, guests will receive a goodie bag [subject to availability]

Listings information

First annual Afridiziak Gifts and Occasions Christmas Shopping Extravaganza

Date: Saturday 4 December 2010

Time: 11am to 5pm

Venue: Oval House Theatre, 52-54 Kennington Oval London SE11 5SW /

www.ovalhouse.com

Cost: £3 entry includes £1 charitable donation to the African-Caribbean Leukaemia Trust [ACLT]

Info: www.afridiziak.com/xmas2010

www.twitter.com/cultural_gifts

(e) events@afridiziak.com

Sponsors and partner organisations:

We are pleased to be working with 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.

Note to editors

1. 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@afridiziak.com or call 07855 86 77 78.

2. Exhibitors taking part in the first annual Afridiziak Gifts and Occasions Christmas Market are available for interview.

3. 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.

-Ends