



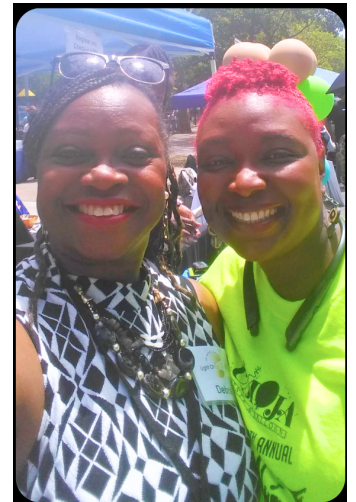
For Immediate Release:

Contact: Debra Dixon-Anderson, Light of Gold PR, Marketing, and Consulting LLC
Email: info@lightofgoldpr.com and lightofgoldpr@gmail.com
Phone: 212-786-6838 – NY office or 646-399-1678
Website: <http://www.lightofgoldpr.com>

Light of Gold PR partners with Juneteenth NY to curate and host their first event together - the 2023 Kwanzaa Event. The event will take place at Chase Harlem at 55 West 125th Street, in New York, NY on Friday, December 29th from 10:30 am to 6:30 pm EST.

The Kwanzaa day will hold activities such as artistic performances like Dance, Singer Showcase, a Play, a Presentation on Kwanzaa showcasing Kwanzaa cultural roots, business workshops, a VIP Reception, and so much more!

HARLEM, NY - The 2023 Kwanzaa Event, hosted on **Friday, December 29th** which is at **Chase Bank at 55 West 125th Street** In Harlem promises to be a not to be missed experience *where Culture meets Art meets Business and Education*. The partnership between **Debra Dixon-Anderson of Light of Gold PR** and **Athenia Rodney of Juneteenth NY** is where **two African American Business Women** come together to curate a vibrant cultural, business, and educational platform for the celebration of African American culture and heritage.



Kwanzaa was created in 1966 by Maulana Ron Karenga and is an African American and Pan-African holiday that celebrates history, values, family, community and culture. Kwanzaa is celebrated from December 26th until January 1st.

During Kwanzaa, families and communities organize around what are known as the seven principles or *Nguzo Saba*. The seven principles are celebrated on each day starting Dec. 26th through January 1st. The seven principles include, Umoja (unity), Kujichagulia (self-determination), Ujima (collective work and responsibility), Ujaama (cooperative economics), Nia (purpose), Kuumba (creativity) and Imani (faith).

The Partnership itself has exemplified the Principles of **Kwanzaa**. **The Kwanzaa Event** will be hosted on the day of Ujaama, which stands for Cooperative Economics. Clear communication, unity and collaboration, organization, hard work, and a shared commitment to the values of Professionalism and Sisterhood has been the hallmark of the partnership between **Debra** and **Athenia** to curate a Kwanzaa Event that includes Live Performance and the Arts, Community, Business that Educates, Enlightens, and Empower everyone who attends.

According to **Debra** “It is truly exciting to partner with long-time fellow Sister Business Owner, Friend and Colleague, **Athenia Rodney of Juneteenth NY** to curate an all encompassing **Kwanzaa Event** that also embraces the Principles of Kwanzaa. It has truly been an honor. Additionally to leverage our individual zones of genius is both a thrilling and powerful reminder of the true power of collaboration.”

Athenia states, “I celebrate Kwanzaa to honor and uplift the rich tapestry of African heritage, and embrace cooperative economics to empower small Black businesses. Working in partnership is the cornerstone of success for any enterprise, and it brings me great joy to join forces with **Debra and Light of Gold PR** for this **Kwanzaa** celebration at Chase Bank.”

The Business Showcase, Vendor, and Live Performances

The 2023 Kwanzaa Event has an amazing lineup of Both Speakers and Live Entertainment - The Morning Speakers and Topics from the Business Showcase includes:

- Rocky Chowdhury, **Community Manager for Chase Bank-Harlem’s** will be speaking about “*Budgeting and Debt Management after the Holiday Season*”
- Jasmine Bruno and Tina Powers, **Founder of JBG Bookkeeping Services** topic is “*The Impact of Bookkeeping and Taxes on You and Your Business*”
- Debra Dixon-Anderson, **Founder of Light of Gold PR**, will be speaking about “*Starting and Running a Business while Prioritizing Your Health and Wellness*”

The Live Performances will not disappoint and include:

- Lynda Starr, *Singer and Songstress*
- Zante Sesame Dance Troup
- Nation of One Families
- Tamika Tuitt, *Spoken Word Artist*
- Alicia Mitchell-Foxworth, *Theater Art Performer - Brownstone Steps Entertainment*

Fabulous Sponsors:

- Uncle Nearest
- Deja Vu Restaurant

Kwanzaa 2023 Showcases Vibrant Culture with an Array of Exceptional Vendors. Here are just a few of them:

- **Edward Harrison Gordon**
- **LaLinguere Star Couture**



EVENTS LINEUP FOR THE COMING MONTHS:

- Kwanzaa Activities from Dec. 26th - January 1st, 2024 (TUESDAY - MONDAY): A mixture of Live and Virtual Events
- December 29, 2023 (FRIDAY) - KWANZAA - LIVE EVENT IN CHASE HARLEM at 55 West 125th Street, New York, NY
- February 2024 (TBA) - Black History Month
- March 2024 (TBA) - Women's History Month
- June 2024 (TBA) - Juneteenth

Stay tuned for more powerful Partnered Events from **Juneteenth NY** and **Light of Gold PR**.

Ticket prices are FREE, but a \$15 donation is suggested. A VIP Ticket can be purchased for only **\$30** to receive a **Signature Sangria, A Gift Bag, Delicious Appetizers, Networking, and Live Entertainment.**

To register for the event, visit: <https://lightofgoldpr.com/upcoming-events>

To See our 2023 Kwanzaa Promotional Video, click here - <https://youtu.be/RGxdv6oDOt8>

For more information, feel free to email us at info@lightofgoldpr.com or call us at 212-786-6838.

ABOUT LIGHT OF GOLD PR, MARKETING, AND CONSULTING LLC:

Light of Gold PR, Marketing, and Consulting LLC, a 17 year old boutique PR Firm that specializes in public relations, marketing, brand management, media relations, promotions, reputation management, writing and content, web development, digital and technology. We shed light on the gold that exists in organizations, businesses, and individuals. We work to expose the hidden treasures that exist in an organization and brings these treasures to light through. **Light of Gold PR, Marketing, and Consulting's No. 1 goal** is to position its clients for success. **Gold Wellness Circle** began as an Wellness Initiative in response to the COVID-19 pandemic in 2020. **Gold Wellness Circle** became a 501c3 Non-Profit in 2023. We are committed to providing resources to Caregivers, those going through Cancer, Breast Cancer in particular, in addition to Alzheimers Resources. We curate programming that incorporates exercise, education, wellness, community, resources, and more. For more information, please visit www.lightofgoldpr.com and <https://goldwellnesscircle.com>.

ABOUT JUNETEENTH NY:

Juneteenth NYC became a 501c3 Non-Profit in 2021. Education and empowerment are at the heart of how they service the community. **Juneteenth NY** helps businesses create events with a purpose. Their Juneteenth NYC Summit has been a staple for Black Parent Entrepreneurs to increase growth through masterminds, book discussions, blogs, presentations, and monthly learning labs. For more information, please visit www.juneteenthny.com and www.umojaevents.com