



AFRICAN AMERICAN HOLIDAY ASSOCIATION (AAHA)

Perpetuating and preserving culture through traditional and non-traditional holidays, celebrations & rituals

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BLACK LOVE DAY CELEBRATES ITS 30TH ANNIVERSARY, FOCUSING ON LOVE'S HEALING POWER FOR BLACK MENTAL HEALTH WHILE EXPANDING INTO A BLACK LOVE MOVEMENT MONTH

The African American Holiday Association (AAHA) is submitting this Media Advisory for your media organization to promote this information, and asking that you consider offering an interview of Ayo Handy-Kendi, founder of Black Love Day, Feb. 13th, author of the “Black Love Book”, and master teacher (Sekou) of Breathology.

As a frequent guest on radio, TV, the internet, and in print, Handy-Kendi, has globally shared with millions the tenets of Black Love Day (BLD). Black Love Day, Feb. 13th, is the 4th commemorative African American holiday or “wholyday” that offers a 24-hour demonstration using 5 loving acts (tenets) to heal all of our relationships, as a spiritual alternative to the commercialized, often violent, Valentine’s Day.

BLD was conceived from a spiritual inspiration in 1993 in D.C., amid the Nation’s crack/cocaine epidemic that caused violent havoc in many communities. In 2023, some 30 years later, Black Love Day continues to encourage the use of “love” as a “higher vibration and reconnection solution” to heal relationships, to increase peace, and stop violence, as Black and White communities are seeing a resurgence of violence in their communities. Homicides, the Fentanyl epidemic, fears of white supremacy/racism terrorism, COVID Virus isolation, economic challenges, and climate disaster anxiety are concerns of these times which are contributing to a Mental Health crisis, especially in marginalized Black communities in which suicides, homicides, depression, anxiety, and substance abuse, already rampant, are now spiraling, especially among youth.

AAHA’s theme in 2023 for the 30th Anniversary of Black Love Day is “Black Love Heals 365.” This message encourages communities of color especially, and *all* communities, to use the higher vibration of love as a mental health solution, to help us heal the disconnection so many feel, to help us reconcile our differences for better relationships, and to use its healing value of creating inner peace which fosters greater resilience in these turbulent times.

For a real “wake up” solution-based discussion for ALL of our communities, BEYOND VALENTINE’S DAY, along with a MORATORIUM CALL TO END VIOLENCE ON BLACK LOVE DAY, FEB. 13TH, please consider scheduling Sekou Ayo Handy-Kendi for an appearance, to speak about the 30th Anniversary of Black Love Day, Feb. 13, 2023. Maimouna Youssef aka Mumu Fresh, Grammy-nominated performer, rapper and peace activist, is our special guest and is also available for interviews.

Email ayomeansjoy@yahoo.com or call (202) 667-2577 to schedule. Learn more on “what to do on BLD” and see a calendar of BLD and Black Love Movement Month local/national/global events at <https://AfricanAmericanHolidays.org>. **Register free for the BLD Summit at Eventbrite: <https://bit.ly/BlackLoveDay30>.** We would LOVE for you to return to love to heal our mental health, to increase peace, and to stop violence in all of our communities. ###