



AFRICAN AMERICAN HOLIDAY ASSOCIATION (AAHA)

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

WEBSITE: <https://AfricanAmericanHolidays.org>

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NEWS RELEASE: FOR IMMEDIATE RELEASE

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

Jan. 26, 2023 | Washington, D.C. - In 1993, in the middle of a rise in Black homicides, due to the crack/cocaine epidemic, Black Love Day, Feb. 13th was born in Washington, D.C. Growing globally to stop violence and increase peace, **30 years later, in 2023, Black Love Day (BLD) will focus our year's theme, *Black Love Heals 365*, on the mental health crisis** that is trending, due to the COVID pandemic, economic, social/political, and racism challenges of these times. **As a solution, people are encouraged to demonstrate 5 loving acts for 24 hours, on Black Love Day, Feb.13, and attend the free 3rd Black Love Virtual Summit and Official Black Love Day Relationship Ceremony, Saturday, Feb. 11 through the *wholyday*, Monday, Feb. 13, 2023, from 12pm to 9pm EST each day.**

Celebrate 30 years of BLD transforming, healing, and reconnecting communities through love, sponsored by the African American Holiday Association (AAHA) and stewarded by BLD founder Ayo Handy-Kendi. Featured participants include Maimouna Youssef aka Mumu Fresh, Grammy-nominated performing artist; Audri Scott Williams, visionary author and global peace walker, and a host of local, national, and international presenters. Then, continue to demonstrate love's healing power, in the new expansion of a **Black Love Movement Month with activities and programs from the Black Love Coalition.**

Black Love Day is the 4th-oldest commemorative African-American holiday (or *wholyday*) of observance, celebration, reconciliation, atonement, and the demonstration of love, showing, at least, 5 specific loving acts (Tenets) in 24 hours. The 5 Tenets of Black Love are: Love for the Creator, Love for Self, Love for Family, Love for the Black Community, and Love for the so-called Black Race (Diaspora People of Color (POC's). So-called Whites show "love in action" for Black people, and inspect their own racial attitudes and behavior. BLD founder "Mama Ayo", a 50+ year Breathologist/Wholistic practitioner, Author of the "Black Love Book", and founder of the nonprofit AAHA, was given a spiritual inspiration by the Creator that led to her co-creating BLD and stewarding this day the past 30 years.

The 5 Tenets of Black Love serve as a *365-days-of-the-year* value system to heal all of our relationships, with the goals to increase peace, stop violence, and end Black self-hatred and white supremacy/racism. BLD further offers a spiritual, African-centered, alternative to the commercialized, and sometimes violent, Valentine's Day. Handy-Kendi, is also the founder of the BLD Ritual of Reconciliation, which is a restorative justice practice, to be used February 13th and anytime to reconcile differences through love's healing power.

Handy-Kendi shared the vision of the 30th BLD Anniversary theme, *Black Love Heals 365*, and the need for the expanded Black Love Movement: "While we celebrate 30 years of transforming communities through love, and using love as a solution, due to its higher vibration, **this year, we call for a moratorium on ALL violence for Feb. 13th, BLD, again, making this a day of pro-peace and love in action!** While BLD has grown way beyond my dreams, as many individuals, product developers, groups, and organizations have embraced this day, owned it, and co-created initiatives, programs, and events, I was spiritually inspired to call together a Black Love Coalition, to create a movement to address the continued need for healing of a people who were taught "not to love and take care of themselves", while oppressed by a people whose internalized fears created violence within themselves in their communities. We saw that it was time to bring together a Black Love Movement Month (BLMM) to expand our "love solution" of activities, similar to how Dr. Carter G. Woodson's critically important 1926 Black History Week eventually grew into Black History Month by the 1960s."

"Nya Akoma" is the greeting for Black Love Day, Feb. 13th. It means "be patient, get a heart and return to love", using the Adinkra symbol of the Akoma (an open heart), represented as the *wholyday's* symbol.

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>. Call (202) 667-2577 and email AyoMeansJoy@yahoo.com for more info. Register for the Summit & Ceremony at Eventbrite via this link: <https://bit.ly/BlackLoveDay30>.

We would LOVE for you to return to love to heal, to increase the peace, and to stop the violence in all of our communities. ###



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60-SECOND NATIONAL/LOCAL PSA FOR RADIO OR CALENDAR

For 30 years, we have asked this question: What would happen if around the nation and the world, for 24 hours, on Black Love Day, February 13th, everyone in the Black community performed at least 5 specific acts of Love – Love towards the Creator, for Self, for Family, for the Community, and for the Black Race, and, *at the same time*, everyone in the White community put “love in action” towards Blacks?

This is what happens on Black Love Day, Feb. 13th, the 4th nationally-observed African- American holiday (*wholyday*) of atonement, reconciliation, celebration, and 24-hour demonstration of Black Love, in 2023, celebrating its 30th year! To increase peace, stop violence, end Black self-hatred and White supremacy/racism, Black Love Day encourages us to return to love to transform and heal all of our relationships.

Go to AfricanAmericanHolidays.org to register for activities and to learn how to celebrate Black Love Day, a more spiritual and less commercialized alternative to Valentine’s Day.

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30-SECOND PSA OR CALENDAR FOR GLOBAL ANNOUNCEMENTS

30TH BLACK LOVE DAY 2023: “*Black Love Heals 365*”

For 24 hours, on Black Love Day, Feb. 13th, heal all of your relationships by demonstrating love in 5 Tenets. In 2023, in its 30th Anniversary year, Black Love Day local and global activities will focus on the theme “*Black Love Heals 365*.”

For details, visit AfricanAmericanHolidays.org or call (202) 667-2577.

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