



**Q: The Holiday Christmas and Kwanzaa Gift Show is slated for Black Friday Weekend, November 26th & 27<sup>th</sup>. What’s the significance to having the event on Black Friday weekend.**

A: Here in the United States and across the world we kick off Holiday shopping and we want local small businesses who don’t have an opportunity to be on ‘Main Street’ or in ‘Malls’ to have a great location for consumers to come out and shop for the holidays. This is very key to the local Black businesses and the overall local economy.

**Q: The Legacy of the Holiday Christmas and Kwanzaa Gift Show began in the ‘90’s. How are you tying into that legacy now?**

The legacy extends beyond this year into the future to bring the event back – We were very fortunate to be involved with the Black Business Exchange in the 90’s holding business mixers throughout the east bay where conversation led to develop this event. We are seeking to ensure ‘sustainability’ in our economic base.

**Although Blacks have nearly \$1.3 trillion buying power the Black dollar circulates for only 6 hours in the black community. Here’s an opportunity where Black Americans can do a better job at extending the lifespan of the dollar back into the community.** This basis contributes to the importance of this community engagement. We’ve seen recent decline in businesses due to the pandemic. As a people we know how to remain resilient and committed to the struggle. We solidify our respect for our community through supporting each other by buying goods and services from one another.

**Q: Is the event multicultural and for the entire family?**

A: Yes, and let me remind the audience listening that it is an event provided by The African American Business Exchange (AABE) , as a result the majority of vendors are African American; Everyone is invited to attend, shop, participate in activities, enjoy the entertainment which again is open to everyone whether your holiday observation is Hanukkah, Christmas, or Kwanzaa.

**Q: Who are some of your initial partners?**

A: The Black Cultural Zone partners with other agencies to help develop strategies to make lives better for the Black community. As well, the Black Owned Beauty Supply Association. B.O.B.S.A. is the premier national organization that provides African Americans a platform to demonstrate competitive leadership in the \$9 Billion Black Hair Care & Cosmetic Industry Nationwide and Internationally.

**Q: Are there some sponsorship opportunities and what would be the benefit of sponsoring? We know stimulating good will for one, but what are some other benefits?**

A: Yes, we welcome sponsors. For local and national corporations already benefiting from the buying power of the African American community, here is an opportunity to give back to a community that has given so much. Ours is a viable community coming together in the spirit of joy and giving this season. This is an opportunity for those corporations to be first and foremost present, ensuring they are responsive to their corporate social responsibility to the community, and an opportunity to continue marketing new product and services to those attending the event.

**Q: Economic stimulation, how important is that for Oakland and the region for Black and small businesses in general?**

A: Tying this response back into the legacy question and response – ‘Sustainability’ in United States and throughout the world without economic stimulation, ...there would be no progress or growth and development.

**Q: Traditionally, past Gift Shows have had vendors come from as far as Los Angeles and Sacramento, will you be extending your reach beyond the Bay Area?**

A: Yes, always. It’s even greater now because the internet and social media provide a broader reach and access than in the past. We have always had a broad support of exhibitors, from L.A., Southern California, Fresno, Central Valley, various parts of California, and beyond.

**Q: Around that time of the event, we hear those holiday songs like, “It’s beginning to look a lot like Christmas”... what is the atmosphere that you want to create for attendees.**

A: This year’s theme is ‘Family and Community Reunion’... We’ve been isolated and now we’re coming back together so what better way to celebrate than in the holiday spirit. We’re not only thinking of Christmas caroling... our DJ will be spinning multigenerational hits and you’ll hear some Marvin Gaye, Luther Vandross, Ojays Family Reunion, Janet Jackson, Prince, Lizzo, Doja Cat, The Weekend, and Lil Nas X, along with local entertainers. We are also celebrating the 7 principles of Kwanzaa and providing an arts activity zone led by local artists to demonstrate the principles in a harmonious atmosphere with activities for children and adults. It will be very festive for everyone coming through the doors.

**Q: What kind of activities can people expect to experience over a two-day period at the Oakland Marriott?**

A: There will be a variety of children’s’ arts activities, clowns, face painting, and live music in a safe and sound environment with fellowship and plenty of business networking. You can shop and listen to great music and network with old friends you haven’t seen in a long time and meet new people...a fun, fun time and atmosphere of community. B.O.B.S.A. will feature some of the leading beauty professionals and beauty products used by attendees every day. Aside from our vendors that will offer their culturally unique goods and services we’ll feature a Community Village, comprised of service organizations that support the family and communities’ viability, such as, CBO’s focusing on health and wellness, financial literacy, housing and home ownership, for example.

**Q: Tickets can be purchased at The African American Business Exchange website – THEAABE.COM \_ Can that address also be used for those who want to get a vendor booth to show their wares or for sponsors?**

A: Yes, all event engagement, including tickets, vendors, and volunteers can be accessed on The African American Business Exchange website, which is [theaabe.com](http://theaabe.com) that’s [THEAABE.COM](http://THEAABE.COM)

**Q: Children under 12 attend the event for free. Do you have a promotional rate for tickets and how long will the discounted rate last?**

A: Yes, our promotional rate is \$10 per day through November 11<sup>th</sup>. Afterward the ticket price is \$15 per day.

**Q: Are there any other key points you'd like to add?**

A: This is one of the most collaborative and unique events for the holiday season for the Oakland Bay Area for shopping, beauty and hair care, networking, and enjoying entertainment at the launch of the holiday shopping season. Ujamaa, the Kwanzaa principle meaning Cooperative Economics unites us through cultural, social, and economic development and growth through community. Habari gani!