



TENNESSEE  
**ARTS**  
COMMISSION

Cultivate. Create. Participate.

**Arts**Memphis®

Powering Authentic Assets.



**Africa In April**  
Cultural Awareness Festival  
P.O. Box 111261  
Memphis, TN 38111  
[www.AfricaInApril.org](http://www.AfricaInApril.org)  
[aiafest@bellsouth.net](mailto:aiafest@bellsouth.net)  
901-947-2133

**34th Annual**



Salutes

**The Republic Of**



**Botswana**

**August 5 - 8, 2021**  
**Memphis, Tennessee**

On  
Internationally Famous  
Beale Street & Robert R. Church Park  
(Downtown) Memphis, Tennessee

# AFRICA IN APRIL

## CULTURAL AWARENESS FESTIVAL, INC.

This year marks the 34th Anniversary of the Africa In April Cultural Awareness Festival. The Festival is scheduled for August 5 - 8, 2021 on the Internationally famous Beale Street & Robert Church Park from 8:00 am - until. We will showcase the Republic of Botswana from an international perspective using a multiplicity of mediums education, economics, culture, fashions, arts/crafts, music, history, and cuisines. Participants from Shelby County and Parochial Schools, area Colleges and Universities, Community Organizations, and Institutions will participate and enjoy a diverse cultural marketplace. Africa In April is four days of fun, festivities, and food with a different theme each day. Make plans now for the celebration.

## Schedule

### International Entrepreneur's Luncheon

Thursday August 5, 2021 – 11:30 A.M. -1:00 P.M.  
Holiday Inn University of Memphis, 3700 Central Avenue

### Vendor's Set-up Day (Vendors Only)

Thursday, August 5, 2021 – 10:00 A.M. -5:00 P.M.  
Robert R. Church Park @ 4<sup>th</sup> & Beale Street

### Children and Senior's Day

Friday, August 6, 2021 – 8:00 A.M. -11:00 P.M.  
Robert R. Church Park @ 4<sup>th</sup> & Beale Street

**International Diversity Parade – 10:00 A.M.**

### Health and Wellness & Community Day

Saturday, August 7, 2021 – 8:00 A.M. -12:00 A.M.  
Blues Showcase 6:00 P.M. – 12:00 A.M.  
Robert R. Church Park @ 4<sup>th</sup> & Beale Street

### International Music Day

Sunday, August 8, 2021 – 8:00 A.M. -9:00 P.M.  
Robert R. Church Park @ 4<sup>th</sup> & Beale Street

### Entertainment Daily Friday -Sunday



David L. & Yvonne B. Acey  
Founders

President Mokgweetsi  
Eric Keabetswe Masisi

