

AFRICAN AMERICAN HOLIDAY ASSOCIATION (AAHA)

Perpetuates and preserves culture through traditional and non-traditional holidays, celebration & rituals

www.AfricanAmericanHolidays.org Rashida Thomas, publicist, (202) 667-2577, ayomeansjoy@yahoo.com



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31st Black Love Day, Feb. 13, 2024 Focuses on Black Families and Youth Mental Health Crisis, While Making History Again, Expanding Into the Black Love Movement Month (BLMM).

In 2024, celebrate Black Love Day (BLD)'s 31st year of transforming, healing, and reconnecting communities through love, sponsored by the African American Holiday Association (AAHA) and stewarded by BLD founder, Ayo Handy-Kendi. This year's Black Family tenet will be the focus for the theme: "Breathing Solutions to Increase Love in Black Families", addressing a youth mental health crisis trending as spikes in suicides and depression. AAHA yearly highlights one of the BLD Tenets for its BLD annual theme. Countless are encouraged on Feb. 13th, BLD, to demonstrate for 24 hours the 5 loving acts (tenets) - Love for the Creator, for Self, for Family, for the Black Community and the so-called Black Race. So-called, Whites show "love in action" for Black people and inspect their own racial attitudes and behavior. Then, from 6 – 9 p.m. EST, people will experience the 31st Official BLD RELATIONSHIP CEREMONY broadcast from the Harlem Theater, in Baltimore, via the African American Holiday Association Facebook page and Ayo Handy-Kendi's YouTube channel (@AyoMeansJoy1). At this highly anticipated tradition, you can follow along in the Ritual of Reconciliation, to heal your love pains, facilitated by Handy-Kendi, and be inspired by inner-attainment poetry and drumming, hosted by Live Holistically Balanced. The new, expanded Black Love Movement Month (BLMM) of activities from the Black Love Coalition, local and international presenters and breath workers will enable us to demonstrate love's healing power during Black History Month.

BLACK LOVE DAY (BLD) is the 4th oldest commemorative African American holiday (or *wholyday*) of observance, celebration, reconciliation, atonement, and the demonstration of love, showing at least 5 loving acts (Tenets) in 24 hours. "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, self-love, stop violence, 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, a Native Washingtonian, renown as "Sekou Mama Ayo", a 50+ year Breathologist, Wholistic practitioner, Author of the "Black Love Book", and founder of the non-profit AAHA, was given a spiritual inspiration by the Creator, that lead to her co-creating BLD, held first in 1993, in Washington, D. C. Handy-Kendi later co-created the Ritual of Reconciliation, a restorative justice practice using love's healing power to reconcile differences and conflicts.

Handy-Kendi elaborated on the need for the expanded Black Love Movement Month (BLMM) and the 2024 theme. "In our 30th anniversary year in 2023, I was spiritually inspired to call together a Black Love Coalition, to create a love movement to address the continued need for healing of a people who were taught "not to love and take care of themselves" while oppressed and violated. We saw the need to bring together a Black Love Movement Month (BLMM) to expand our "love solutions" of activities, similar to how Professor Carter G. Woodson's critically important 1926 Black History Week eventually grew into Black History Month by the 60's. As a certified Breathologist of 50+ years, I've also been blessed to have played a part in the resurgence of using ancient breath techniques as a healing tool for modern times. Now, we have Feb. 13th as a day of transformation, and another month of programming around our tenet-based themes. In 2024, we address the spike in Black youth mental health, suicides, and depression. Racism is a key factor in the disproportionate Black mental health issues and access to mental health treatment. With the U.S.A. polarized, election year looming, we are offering breathing solutions as the simplest tool that impacts the greatest advance in self-care, to increase love in Black families to strengthen them from SLE's (stressful life events, such as racism, violence, economic disruption, and substance abuse). Black love has always been about black self-care, 365."

Learn how to observe BLD, get the ceremony broadcast links, and get the NEW Black Love Movement Month calendar at www.AfricanAmericanHolidays.org or call (202) 667-2577. We would LOVE for you to return to love, to increase peace, to stop violence, and to help Black youth and their families heal. ###

60 SECOND NATIONAL/LOCAL PSA for RADIO OR FOR CALENDAR

60 SECOND PSA

For 31 years, we have asked this question: What would happen if around the Nation and the World, for 24 hours on Black Love Day, February 13, everyone in the Black community performed at least 5 specific acts of 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 2024, celebrating its 31st year. To increase peace, self-love, 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 www.AfricanAmericanHolidays.org to get the links for the NEW Black Love Movement Month activities and to learn how to celebrate Black Love Day, a more spiritual and less commercialized alternative to Valentine’s Day.

30 SECOND PSA or CALENDAR FOR GLOBAL ANNOUNCEMENTS:

31st BLACK LOVE DAY 2024: *“Breathing Solutions to Increase Love in Black Families”*

For 24 hours, on Black Love Day, Feb. 13, heal all your relationships by demonstrating love in 5 Tenets. In 2024, in its 31st year, Black Love Day local and global activities will focus on the theme:

“Breathing Solutions to Increase Love in Black Families.” For details view:

www.AfricanAmericanHolidays.org or call (202) 667-2577.

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