

FOR IMMEDIATE RELEASE

WOODXWATTA ANNOUNCES GROUNDBREAKING 2-DAY AFRO-CARIBBEAN FESTIVAL IN GHANA



The 2-day WOODXWATTA Festival is set to take place on December 26th 2022 and January 4th 2023.

[Tickets are available now for purchase](https://www.woodxwatta.com) via the WoodxWatta website.

Tuesday 13th December 2022 – Kingston, Jamaica

On December 26th 2022 and January 4th 2023, the Caribbean and African worlds are set to collaborate in a kaleidoscope of cultural activities, as WOODXWATTA debuts its interactive festival experience in the heart of Accra, Ghana. A partnership between Ford Communications and Ghana’s Office of Diaspora Affairs, this dynamic festival is the ultimate, cross-continental celebration of the direct lineage between Ghanaian and Jamaican cultures. As all roads lead to Ghana for “Detty December”, WOODXWATTA invites the visiting diaspora, as well as Caribbean and Ghanaian investors, to shift their focus to the collaborative future between Ghana and the Caribbean by opening discussions on industry, trade, export and investment opportunities between the two regions.



Day 1 of the WOODXWATTA festival will host panel discussions focused on culture, technology, real estate, trade and business, featuring contributions from some of the top industry visionaries from across the diaspora. The December 26th event programme will culminate with a networking event and Afro-Caribbean brunch for all attendees. Day 2 of the festival will climax with a culturally-immersive music experience on January 4th that celebrates Dancehall and Afrobeats genres as vessels of Black Liberation. This 'Afrobashment' will feature popular DJs, such as *Blaq Pages*, to close out the "December in Ghana" activities.

Festival Founder Lakeshia Ford, who is also the CEO of Ford Communications, has reimagined the connectivity of Ghanaian and Jamaican culture and industries through this two-day legacy festival. Ford noticed what she calls the 'gap and gaze' in Ghana and wanted to explore deepening the shared identities and possibilities between both spaces. "With the phenomenon of the Year of Return, travellers flocked to Ghana for top entertainment experiences in record-breaking numbers," she explained. However, she and her team realized that there was a limited positioning of the country as a party destination, or an escape, rather than a blossoming ecosystem worth investing and imagining new futures in. "WOODXWATTA explores meaningful ways in which Jamaica and Ghana, the Caribbean and Africa can identify synergies, communicate, and work in harmony to produce solutions to each region's respective challenges."

WoodxWatta is officially sponsored by Zeepay, Travel Deeper, Republic Bank, and Jameson. The festival is endorsed by the Consulate of Jamaica, Ghana Investment Promotion Centre, The Office of Diaspora Affairs, and Beyond the Return, with partnership support from Chambers Media Solutions and O-Access Jamaica.

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Stay tuned for more announcements on line-up, programming and more. To keep up with all things WOODXWATTA, follow @woodxwatta on [Instagram](#), [Facebook](#), and [Twitter](#).

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For Caribbean media inquiries on WOODXWATTA, please contact Tenille Clarke: contact@chambersmediasolutions.com.