

## POPULAR FESTIVAL CELEBRATES AFRICAN AMERICAN HISTORY AND CULTURE

### *Eighth African American Heritage Festival focuses on the Black experience in rural Mecklenburg County*

**CHARLOTTE, N.C., Jan. 23, 2025**—Get free admission to the Charlotte Museum of History and celebrate Charlotte’s Black history and culture on Saturday, Feb. 22, from 11 a.m. to 5 p.m. at the eighth African American Heritage Festival, hosted by the history museum.

The theme of this year’s festival is "Black Country" and emphasizes the African American experience in rural Mecklenburg County over time, including Black farming. The festival will include a Farmers Market featuring fresh produce, handmade crafts and unique local products.

This year’s keynote speaker is John W. Boyd Jr., a fourth-generation farmer and founder and president of the [National Black Farmers Association \(NBFA\)](#), which advocates for the rights and well-being of African American farmers and their families. Under Boyd’s leadership, in 2024 the NBFA successfully secured a historic \$2.2 billion payout for Black farmers who experienced discrimination in farm lending from the United States Department of Agriculture (USDA).

“Our award-winning African American Heritage Festival is our most popular event, drawing more than a thousand attendees annually,” said Terri L. White, president & CEO of the Charlotte Museum of History. “We are excited about this year’s festival theme, which shines a light on the often-overlooked experiences of African Americans in rural Mecklenburg County.”

In addition to the keynote address by John Boyd Jr. and the Farmers Market, this year’s festival includes:

- a virtual reality tour through the Brooklyn neighborhood, presented by students from Phillip O. Berry Academy of Technology through the [Dottie Rose Foundation](#);
- a performance of the musical and narrative journey [“Trouble So Hard”](#);
- a workshop on container gardens featuring seeds and vegetables important to African American culture by [AAA Therapeutic Solutions](#); and
- a poetry listening session, creative writing workshop and live performances by poets whose work highlights Charlotte’s Black history



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## How to Go

The festival is free for all ages. More information at [charlottemuseum.org/events](https://charlottemuseum.org/events).

The Charlotte Museum of History exists to save and share the Charlotte region's history, helping create a better understanding of the past and inspiring dialogue about the future. The museum is the steward of the oldest home in Mecklenburg County, the [1774 Hezekiah Alexander Rock House and homesite](#), as well as the [historic Siloam School](#), both of which are on the National Register of Historic Places. Visit [charlottemuseum.org](https://charlottemuseum.org) and follow the museum on [Facebook](#), [Instagram](#) and [Twitter](#). The museum is an independent 501(c)(3) nonprofit organization.

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