



FACT SHEET

WHAT: ODUNDE IS THE LONGEST-RUNNING AND LARGEST, AFRICAN-AMERICAN STREET FESTIVAL IN THE UNITED STATES OF AMERICA.

- **ATTRACTS UP TO 500,000 PEOPLE.**
- **COVERS OVER 12 CITY BLOCKS.**
- **MORE THAN 100 ARTS & CRAFTS AND FOOD VENDORS**
- **TWO STAGES OF LIVE ENTERTAINMENT.**

WHY: CREATED AND FOUNDED BY LOIS FERNANDEZ TO CELEBRATE THE DIVERSIFIED AFRICAN AND AFRICAN-AMERICAN CULTURE AND TO EDUCATE THE REGIONAL COMMUNITY THROUGH A FUN-FILLED FESTIVAL.

WHEN: THE FESTIVAL WILL TAKE PLACE ON SUNDAY, JUNE 8, 2014. WE HAVE WEEK OF EVENTS THROUGHOUT THE CITY.

WHERE: HISTORIC SOUTH STREET IN THE HEART OF PHILADELPHIA

- 12 – CITY BLOCKS
- FROM 23RD AND LOMBARD TO GRAYSFERRY & CHRISTIAN
- FROM 20TH AND SOUTH STREET TO 24TH AND SOUTH STREETS

TIME: WEEK OF EVENTS (JUNE 2ND TO JUNE 7TH) . FESTIVAL TAKES PLACE ON SUNDAY.

PLEASE VISIT OUR WEBSITE FOR A COMPLETE LISTING OF EVENTS

ATTENDANCE: UP TO 500,000 PEOPLE ATTEND

- FESTIVAL ATTENDEES COVER ALL DEMOGRAPHICS
- 40% (18-25), 30% (25-40), 30% (40 and over) AGE GROUPS
- 68% from Tri-State Area; 32% from outside Tri-state area
- 24% stay overnight(95% with family ; 5% in hotel)
- 58% travel to festival by car; 24% by SEPTA; 18% walk
- 67% of attendees have been to festival before

DID YOU KNOW.....?

- Has as many **ATTENDEES** as:
 - An Eagles, Phillies, Sixers and Flyers game combined.
 - The best month of the year for the Philadelphia Zoo, Franklin Institute or the Philadelphia Museum of Art.
 - A full year of visitors at all but the top 10 tourist attractions.

WWW.ODUNDE365.ORG