

THE TASTE OF[®]
AFRIKA
One People Beyond Greatness

Presents

THROUGH THE EXITS BACK TO THE ROOTS

Campaign



WHY THE CAMPAIGN?

The "**Through the Exit Back to the Roots**" campaign is a meaningful initiative that aims to reconnect people of African descent with their ancestral heritage. By tracing the journey of their ancestors from the exit points of the transatlantic slave trade back to their roots, this campaign seeks to provide a powerful and experiential understanding of history.

It's significant that this campaign is led by traditional leaders such as **His Royal Majesty Buipewura Abdulai Mahama Jinapor II** and other Chiefs from the South and North, who can provide valuable insights and cultural context. The journey from Cape Coast, a former slave trading port, to the ancestral roots of the participants, promises to be a transformative experience.

This initiative has the potential to foster a deeper sense of connection, identity, and belonging among people of African descent, and promote cultural exchange and understanding between Ghana and the diaspora

Objective:

To reconnect people of African descent with their ancestral heritage by tracing the journey of their ancestors from the exit points of the transatlantic slave trade back to their roots.

This campaign, led by traditional leaders including His Royal Majesty Buipewura Abdulai Mahama Jinapor II and other Chiefs from the South and North, aims to provide a transformative experience for participants. Starting from Cape Coast, a former slave trading port, the journey will take participants back to their ancestral roots, providing a unique opportunity to reconnect with their cultural heritage.

Goals:

- Foster a deeper sense of connection, identity, and belonging among people of African descent
- Promote cultural exchange and understanding between Ghana and the diaspora
- Provide an experiential understanding of history and cultural roots