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Your Ref:

REPUBLIC OF GHANA

NATIONAL COMMISSION ON CULTURE

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PRESS RELEASE

FOR: IMMEDIATE RELEASE

WEAR GHANA FESTIVAL 2023

The National Commission on Culture and its regional centres, under the auspices of the Ministry of Tourism, Arts and Culture, in collaboration with the Ghana Tourism Authority, CeeJay Multimedia and Aayalolo Festival, is proud to present its annual Wear Ghana Festival 23, under the theme '**Wear Ghana, for Jobs in Ghana**'.

The festival aims to showcase and promote Ghana's cultural heritage and local textile industry, as well as to recognise creativity in the fashion industry. The National Commission on Culture's mission is to promote the growth and development of Ghanaian culture, making it more relevant to human development. This year's festival is an opportunity to promote our national identity and encourage institutions to support our local fabrics and accessories.

As the world becomes increasingly globalised, it is now important more than ever to celebrate and preserve our cultural traditions and uphold the integrity and memory of cultures, particularly the Ghanaian culture. One way to do this is by making conscious efforts in promoting our Ghanaian wears and their accessories. Socio-cultural and economic researchers and scholars have indicated that clothing and fashion are key elements of a people's culture that reflect on the people's history, customs, belief systems, knowledge systems, communication and their general way of life as well as

their natural resources. In recent times the clothing and fashion industry have become one of the leading contributors to economic growth of many countries across the globe. It is therefore critical that we pay attention to the needs of the clothing industry in Ghana. It must not be lost on us that one of the leading causes of the economic downturns we are facing as a country is excess importation of used clothing and other fabrics into the country. The question is why are we not patronising ours?

The National Commission on Culture, since the inception of Wear Ghana Festival in 2017, has used the month of March to increase advocacy and campaign on made-in-Ghana clothing, fashion and accessories and fabrics. The festival is used to promote all locally made products and services, from food to herbal medicine. This we know has the potential to create jobs and boost the Ghanaian economy as well as increase awareness and confidence in what we have as a people.

This year's edition will feature several activities aimed at creating employment opportunities for Ghanaian youth in the fashion and creative industry. Also, the Commission has been promoting local designers by showcasing their outfits, both locally and internationally. We urge Ghanaians to participate in this year's Wear Ghana Festival by wearing our colorful local fabrics such as Smock, Kente, GTP and Woodin at all state and international functions to help promote and project our unique cultural identity. The activities that will be rolled out within the month include;

- Theme week - 2nd week of March
- Ayalolo Festival - 6th March
- Exhibition with CeeJay Multimedia -2nd week of March
- Outreach programs in basic schools -3rd week of March
- NCC Fashion Flash -4th week of March
- Wear Ghana on Campus – 4th week of March
- Fugu Hub Exhibit –last week of March
- Traditional Exhibition –last week of March to April

We must also not forget that there has been so much western influence on our way of dressing and our choices of design due to social media and television. The advent of telenovelas on some of the television networks in this country is currently dictating fashion taste of many Ghanaians, especially the young people. This has further increased the desire for foreign goods and materials. We must therefore, as a people, take conscious measure to deal with this problem, for it has dire consequences on our society

The greatest attraction of a group of people is what they wear, which means we can portray our rich Ghanaian identity to the world through what we wear. Wear Ghana Festival has come to stay and is now embraced by tourists and corporate entities. Let's us all wear Ghana, eat Ghana, feel Ghana and experience Ghana, and this will help alleviate poverty, create wealth and boost our economy towards national development. It would be exciting to see most Ghanaians join the train of wearing Ghana during the period of March and beyond.

Thank you.

ISSUED BY



**JANET EDNA NYAME
EXECUTIVE DIRECTOR**

THE NEWS EDITOR