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THE NEWARK MUSEUM

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FOR IMMEDIATE RELEASE

**NEWARK BLACK FILM FESTIVAL FEATURES *BACK TO AFRICA*
AT THE NEWARK MUSEUM, WEDNESDAY, JULY 2, 7:00 P.M.**

Director Anthony Abulu Will Discuss filmmaking in Africa

Newark, NJ (June 26, 2008) – *Back to Africa*, a full-length feature film depicting the travels of a beautiful African-American woman on a quest to discover her roots in Africa, will be screened by the Newark Black Film Festival (NBFF) at The Newark Museum on Wednesday, July 2, at 7:00 p.m. Produced by The Newark Museum, the NBFF is sponsored by Bank of America.

The free screening will be followed by a presentation, *Nollywood, Contemporary Filmmaking in Africa*, led by Filmmaker/Director Anthony Abulu and hosted by Documentary Filmmaker Akili Buchanan, a member of the NBFF Selection Committee.

In this epic film, written, directed and produced by Abulu, a beautiful woman named Sade, played by Ella Asaad, embarks on a spiritual journey To seek her father, who abandoned her family in New York to return to Nigeria. Sade begins to connect with her roots amid the visually dramatic beauty of Nigeria's city coastline and rolling hills. Throughout her quest, she immerses herself in the spirituality and culture of the Yoruba tradition.

Director of Photography Ferman Iee captured the essence of Yoruba culture and Nigerian majesty through his lens. The musical score was written by Wole Alade, one the Africa's leading contemporary composers. *Back to Africa* also stars Wole Amele, Jab Adu, Toun Oni and Jimmy Johnson, and features a cast of 350 actors and extras.

Abula, writer, producer and director of *Back To Africa*, will discuss contemporary filmmaking in Africa and engage the audience in a question and answer session after the movie. Abula is president of Filmmakers Association of Nigeria, U.S.A. For more than 20 years, Abulu has been the C.E.O. of Black Ivory Communications, a multi-faceted media firm based in New York. Black Ivory Communications serves as consultants to African governments on tourism, as well as American companies doing business in Africa. Abulu has produced numerous cultural presentations in America, including the

spectacular Nigerian National Troupe and the Africa Music festival in New York. He also serves as publisher/editor for *Black Ivory* magazine, an African Diaspora culture and business publication.

Funding by Bank of America has expanded the reach of the NBFF, the oldest black film festival in the country, to Trenton, Asbury Park and Camden. Co-presenters include New Jersey Institute of Technology (NJIT); Newark Public Library; Institute on Ethnicity, Culture and the Modern Experience, Rutgers, The State University (Newark Campus); Newark Screens on Springfield Ave. in Newark; Monmouth County Arts Council – Asbury Park High School; Rutgers-Camden Center for the Arts, and the New Jersey State Museum in partnership with the New Jersey Department of State.

Since its introduction in 1974, NBFF has provided a forum for hundreds of emerging writers, directors, producers, performers and movie fans. The goal of the Festival is to present programs that reflect the full diversity of the black experience both past and present, encompassing a wide range of forums and formulas, from documentary to the avant-garde. In the past 33 years, the Newark Black Film Festival has screened 650 films to an audience of nearly 147,000 adults and children.

All screenings are FREE TO THE PUBLIC. Seating is limited and available on a first-come, first-served basis. Once the theater is filled to capacity, additional seating will not be provided. Group seating is limited to two groups of 25 for each screening. To reserve group seating in Newark, call 973-596-6550. Group seating reservations will only be held until 6:40 p.m.

Photographs are available upon request.

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About Bank of America

Bank of America is one of the world's largest financial institutions, serving individual consumers, small and middle market businesses and large corporations with a full range of banking, investing, asset management and other financial and risk-management products and services. The company provides unmatched convenience in the United States, serving more than 59 million consumer and small business relationships with more than 6,100 retail banking offices, nearly 19,000 ATMs and award-winning online banking with nearly 24 million active users. Bank of America is the No. 1 overall Small Business Administration (SBA) lender in the United States and the No. 1 SBA lender to minority-owned small businesses. The company serves clients in 175 countries and has relationships with 99 percent of the U.S. Fortune 500 companies and 83 percent of the Global Fortune 500. Bank of America Corporation stock (NYSE: BAC) is listed on the New York Stock Exchange.

ABOUT THE NEWARK MUSEUM

The Newark Museum is located at 49 Washington Street in the Downtown/Arts District of Newark, New Jersey, just 3 blocks from NJPAC and 10 miles west of New York City. The Museum is open all year round: Wednesdays through Fridays, from Noon - 5:00 p.m.; Saturdays and Sundays, from 10:00 a.m. – 5:00 p.m., October 1 – June 30; and Saturdays and Sundays, from Noon – 5:00 p.m., July 1 – September 30. Suggested Museum admission: Adults, \$9.00; Children, Seniors and Students with valid I.D., \$6.00. Members are admitted free. The Museum Café is open for lunches Wednesday through Sunday. Convenient parking is available for a fee. For general information, call 973-596-6550 or visit our web site, <http://www.NewarkMuseum.org>. The Newark Museum, a not-for-profit museum of art, science and education, receives operating support from the City of Newark, the State of New Jersey, the New Jersey State Council on the Arts/Department of State—a partner agency of the National Endowment for the Arts, the New

Jersey Cultural Trust, the Prudential Foundation, the Geraldine R. Dodge Foundation, the Victoria Foundation, the Wallace Foundation, and other corporations, foundations and individuals. Funds for acquisitions and activities other than operations are provided by members and other contributors.

The Newark Museum is just a few steps from the NJTransit Light Rail Washington Park Station. Direct connection with the Light Rail at the Broad Street Station and through Penn Station makes the Museum a convenient ride from all points in the region.

About the New Jersey State Museum

The New Jersey State Museum was established in 1895 - one of the nation's first state museums founded with an educational mission. Today, that mission comes alive across four distinct subject areas – Archaeology/Ethnology, Cultural History, Fine Art and Natural History – offering a dynamic experience of "four museums in one" and a galaxy of activities for every member of the family. Treasures are exhibited thematically across an expansive, three-building campus that includes the newly renovated four-level main building, a 384-seat auditorium, and a 150-seat planetarium, which is undergoing renovations. Together, the State of New Jersey and the foundations, corporations and citizens of the state are transforming the "People's Museum" into a premiere location for cultural exchange and education. For more information go to www.newjerseystatemuseum.org.

About Monmouth County Arts Council

The Monmouth County Arts Council, a private, nonprofit agency, is dedicated to enriching the cultural life of the county by providing resources to support, inspire and foster the growth and development of the arts. MCAC is made up of hundreds of artists, patrons of the arts, businesses, and 75 arts and community groups which produce theatre, visual art, music film, storytelling, writing and dance. MCAC publishes the only arts magazine in the country, *State of the Art*. A calendar of arts events and programs is available on www.monmouthartscouncil.org with links to county arts organizations.

About Rutgers-Camden Center for the Arts

Rutgers-Camden Center for the Arts (RCCA) is South New Jersey's premier performing arts, visual arts and arts education institution and has been designated a "Major Arts Organization of New Jersey" by the New Jersey State Council on the Arts/Department of State. RCCA's mission is to provide performances, exhibitions, education programs, and community projects, that inspire a full appreciation and enjoyment of the arts, create meaningful opportunities to participate in the arts, advance the central role of the arts in preK-12 education, and increase awareness of the arts as essential to cultural, economic, and community vitality. Located on the Camden waterfront, the RCCA venues include the Walter K. Gordon Theater, Stedman Gallery, and Black Box Studio.