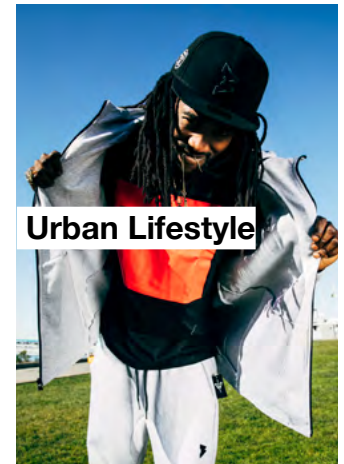


From America's Oldest Black Bookstore to Today's Black Trendsetters:

All the Ways to Experience Black History and Black Joy in Oakland

Oakland is home to dozens of influential black-owned businesses to celebrate all year: from restaurants and fashion retailers to Oakland's only black-owned adult store and 'crystal botanica'. For Black History Month 2020, Oakland also welcomes guests with a series of special events including a Black Panther History Tour, Black Joy Parade and The Black Food & Wine Experience



JAN. 24, 2020 (Oakland, CA) – All are welcome to celebrate diversity in Oakland, where the celebration of Black History is a year-round state of mind.

For Black History Month 2020, Oakland's neighborhoods are celebrating all things black culture with two dedicated museum exhibits, walking tours of Black Panther history, the Black Food & Wine Experience (Saturday Feb.1, 2020), the Black Joy Parade (Sunday Feb.23, 2020) and a plethora of black-owned businesses - from restaurants and clothing retailers to spiritual supplies and yes, a sex shop.

Oakland, California has a special place in Black History: The Town's black roots run deep as the origins of social movement Black Panther Party. Oakland's diverse community has made space for dozens of black-owned businesses that are thriving in 2020 and welcoming visitors for Black History Month.

Not only does Oakland claim a rich black and multicultural heritage through its social movements and historical residents, but many black **Oakland-born celebrities** continue making indelible marks on today's culture including: actors Shemar Moore, Zendaya and Mahershala Ali; politician Kamala Harris and Marvel's Black Panther director Ryan Coogler.

Here are the many ways travelers and locals can enjoy Black History Month in Oakland.

Events



Black Food & Wine Experience **Feb.1, 2020**

The sold-out Black Food & Wine Experience bears mentioning for Chef Mimi's endeavour to create a platform to showcase black chefs, winemakers and allies - a public celebration of the contribution of black culture through food and wine. This 21-and-over event is wheelchair accessible and includes a vegan-food 'Green Room'.

Interviews available.

Black Joy Parade - Feb.23, 2020

Family-friendly and free, the 3rd annual Black Joy Parade is a parade and festival that celebrates the black experience: past, present and future. Guests are invited to 'be present, be creative, be open and be free'. The parade begins on 14th and Alice in Oakland at 12:30 p.m. Following the parade, the Black Joy Parade festival will be held on 19th and Broadway and feature 100+ local artists, craftsmen, food vendors, performances and more.

Interviews available.



Inside the Black Panther Archives: **An Evening with Fredrika Newton -** **Feb.12, 2020**

At this free event held in Oakland's New Parkway Theatre, Mrs. Newton delves into her personal archives as a rank and file member of the Party and life partner of Black Panther Party founder, Dr. Huey P. Newton. She will engage in a public conversation with journalist Damien McDuffie as they select photos, letters and exhibit photos, reflecting on both her complex relationship with her late husband and her experience with the revolutionary Party.

www.instagram.com/wineandbowties



Culinary *Black-owned restaurants*



Oakland has a proud and resilient black history and community that celebrates the influence on cultures past, present and future. This is certainly reflected and embraced in its food. With everything from Caribbean jerk chicken and plantains to Ethiopian injera with wat and comforting Southern fried chicken, Oakland's culinary scene is inherently vibrant, flavorful and Afrocentric. For Black Pride Month, be sure to stop by and support a few of these delicious restaurants by Black chefs and entrepreneurs.

[Read more - Black-owned Restaurants in Oakland, CA](#)

Arts & Culture



The Oakland Museum of California houses two exhibits celebrating black culture. **The Black Power exhibition** illustrates the creative ways black anti-racist activists in California supported their communities and challenged the U.S. government. This moment in California history will be represented through historic photographs, provocative objects, iconic posters, paintings and interactive prompts that encourage visitors to take action out in the world.

Hailed as one of the Bay Area's Top Exhibitions by the San Francisco Chronicle, the **Question Bridge: Black Males exhibit**

returns to the Oakland Museum of California's Gallery of California Art. Intimate videos—woven together and arranged to simulate face-to-face conversations between participants—pull visitors into a dialogue with a diverse group of over 160 Black men across the United States. These men answer each other's questions with exceptional honesty and vulnerability, and share stories, beliefs, and values in a personal portrayal of their lives.

The **African American Museum and Library** in Oakland is dedicated to discover, preserve, interpret and share the historical and cultural experiences of African Americans in California and the West for present and future generations. Open every day except Sunday and Monday.

A former member of the original Black Panther Party, Saturu Ned leads private **Black Panther tours**, guiding guests through historical points of interest throughout Oakland. Visitors will get a first-person narrative through some of Oakland's destinations that helped shape Black Panther Party history - The Black Panther Party was established in 1966 in Oakland, CA. Over the course of 16 years, the Panthers created a number of social programs that advocated for health, housing, and safety.



Urban Lifestyle

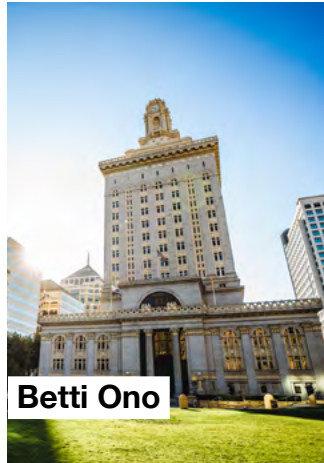
Black-owned businesses



Feelmore

This sex-positive shop, making space for marginalized people, just opened a second location in Berkeley.

1703 Telegraph Ave, Oakland, CA 94612
feelmore510.com



Betti Ono

Named by Essence Magazine as one of the five reasons to visit Oakland and founded by Oakland native Anyka Barber in 2010, Betti Ono is a cultural arts venue, gallery, and art+design store in the heart of Downtown Oakland's Black Arts Movement & Business District (BAMBD).

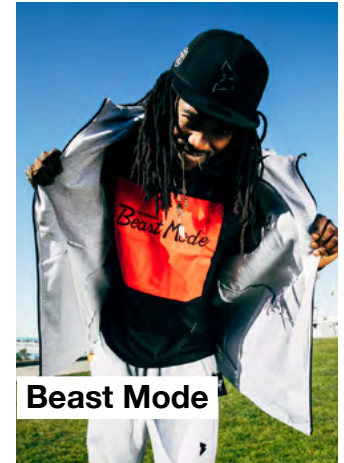
1427 Broadway, Oakland, CA 94612
bettiono.com



McMullen

Oakland's luxury fashion boutique catering to the modern woman of color.

2257 Broadway, Oakland, CA 94612
shopmcmullen.com



Beast Mode

Beast Mode is the official lifestyle and athleisure brand of American footballer Marshawn Lynch, specializing in athletic and performance apparel, hats, shirts, shoes and more.

811 Broadway, Oakland, CA 94607
beastmodeonline.com



Dope Era

This Oakland-based clothing brand founded and curated by rapper Mistah F.A.B., specializing in men's, women's and children's lifestyle and luxury urban wear.

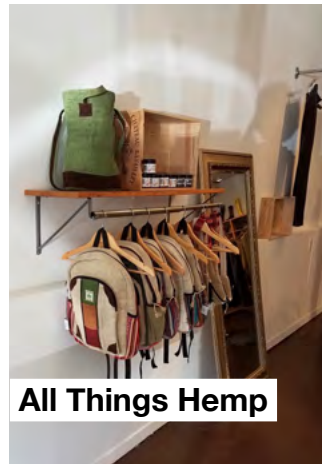
1764 Broadway, Oakland, CA 94612
dopeera.com



Queen Hippie Gypsy

Oakland's first black-owned 'crystal botanica' aims to give women of color need a safe and supportive space to practice ancestral spirituality.

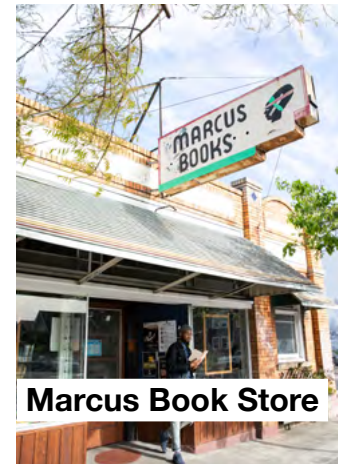
337 14th Street, Oakland, CA 94612
queenhippiegypsy.com



All Things Hemp

Organically grown and harvested hemp products.

3738 Grand Ave, Oakland, CA 94610
allthingshemp.com



Marcus Book Store

The oldest independent black bookstore in the nation

3900 Martin Luther King Jr Way, Oakland, CA 94609
facebook.com/marcus.books

About Visit Oakland



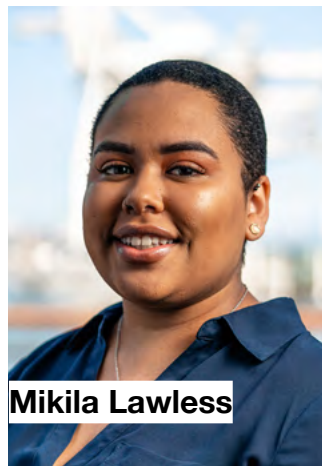
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Jean Paul Zapata

Director of PR
jeanpaul@visitoakland.com
O: 510-208-0529
C: 818-561-9929



Mikila Lawless

PR Coordinator
mikila@visitoakland.com
O: 510-208-0560
C: 559-708-3664