



AfroFuture Unveils "Culture Beach Jam" Concert Series and Announces 2025 Festival Return

New Concert Series, Expanded Continental Reach, and Revitalized Festival Home Setting the Stage for Unprecedented Return to Africa

ACCRA, GHANA August 8, 2024 -- AfroFuture, the premier celebration of African culture and creativity, is excited to announce the launch of "Culture Beach Jam." This intimate and immersive Beach concert series will light up the shores of Accra Polo Beach on December 28 and 29, 2024, accommodating up to 8,000 attendees. Culture Beach Jam promises to be an unforgettable experience, featuring exclusive art installations, cutting-edge music, vibrant fashion showcases, and diverse food vendors, all curated to celebrate the richness of African culture.

But that's just the beginning! After much anticipation, the legendary AfroFuture Festival will return in 2025. The festival's grand comeback is set to captivate audiences with an array of dynamic performances and cultural experiences, continuing its legacy as a cornerstone of African cultural celebration. During this period, AfroFuture will embark on an exciting project with El Wak Stadium to revitalize the event space by updating the grounds. This renovation marks a new era for AfroFuture, preparing to host its biggest and most vibrant festival yet in 2025.

Since its inception in 2017, AfroFuture has been more than just a festival. It's been a movement, tirelessly raising funds and bootstrapping its way to create unforgettable experiences that resonate across the globe. Its commitment to nurturing and showcasing African talent has never wavered, and now, it's taking it up a notch!

In an unprecedented move, AfroFuture is expanding its reach beyond Ghana, embarking on an ambitious journey across the African continent. From Côte D'Ivoire to Senegal, Rwanda to South Africa, Morocco to Egypt – AfroFuture is on a mission to unite and celebrate the diverse and vibrant cultures that make Africa extraordinary.

To kick off the year in style, AfroFuture will be hosting a series of events in Cape Town, South Africa, from January 3-7, 2025:

- **Afrofuture x PVO** – January 3, 2025 – Rooftop On Bree – All Whites
- **Afrofuture x Strictly Soul** – January 4, 2025 – Ostrich Farm

We're also thrilled to announce the following dates for our 2025 African Experiences series:

- **Haba:** April 5-13
- **Dakar:** April 26-4
- **Kigali:** May 17-25
- **South Africa:** June 6-14

Join us as we continue to celebrate and elevate African culture through music, sports, art, fashion, and food. Stay tuned for more updates and prepare to be part of an extraordinary journey with AfroFuture.

To purchase tickets for Culture Beach Jam, please visit <https://cmgevents.hustlesasa.shop/>. For more information on AfroFuture, please visit <https://www.afrofuture.com/> and follow @afrofuture on [X \(Twitter\)](#), [Facebook](#), and [Instagram](#) to stay up to date on the latest news and events.

About Culture Management Group LLC

Culture Management Group LLC (CMG) is an African focused media management company introducing a diverse and innovative perspective to the African event space. Culture Management Group's mission is to highlight creative talent from and within the African continent via event management & marketing, cultural showcases, and digital documentation. CMG is also the parent company for AfroFuture Fest, an annual festival located in Accra, Ghana previously known as Afrochella.

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