

FOR IMMEDIATE RELEASE

The Afrikan Restoration Project Announces 2025 Kwanzaa Season of Events Highlighting 60 Years of the Nguzo Saba and New Educational Focus on Children

LOS ANGELES, CA – November 23, 2025 – The Afrikan Restoration Project (TARP) invites the community to participate in their 2025 Kwanzaa Season of Events in recognition of the sixtieth anniversary of the Nguzo Saba and their work to promote the Seven Principles as an essential “*Black job*” to be fulfilled every day. This includes online activities and content, with in-person events where they reconnect with the original inspiration for Kwanzaa through the children who were there.

You are invited to begin the 2025 Kwanzaa Season with TARP in Detroit, MI – home of the Motor City Kinara / “The World’s Largest Kwanzaa Kinara” – for an outstanding Umoja Night event on **Friday, December 26, 2025 / 6-8pm EST** at the Charles H. Wright Museum of African American History. This event features the debut of a children’s play TARP co-produced in partnership with Alkebu-Lan Village titled “**Kwanzaa – FOR KIDS: Reconnecting with the Fun and Inspiration of the First Occasion.**”

The play is based on TARP’s “Kwanzaa – FOR KIDS” children’s story, which portrays events that inspired the creation of Kwanzaa from the perspective of two of the children – now respected elders – who were there. Attendees will gain a better understanding of how the holiday was created and learn about some of the people who assisted with new insight on the first Kwanzaa celebrations in Los Angeles in December 1966. See <https://kwanzaa.org/events> and <https://nguzosaba365.org/events> for more information.

Please also join TARP online on **Sunday, December 28, 2025 / 5-7pm PST** for their annual Kwanzaa event. This year their program is titled – “**Black People and the Nguzo Saba at 60 (1965-2025): How Treating the Seven Principles Like a ‘Black Job’ Could Save the World**” – which looks at the benefits gained from this communal value system while showing how greater benefits are guaranteed if the Seven Principles become a “Black job” or daily code of conduct for Black people, every day. TARP maintains that – “Positive outcomes are guaranteed if we apply the Seven Principles consistently, because we will become our best – and the world follows us when we’re at our best.” Join this event to learn how Black people becoming their best inspires the same in others, and how, in that way, treating the Seven Principles like a “Black job” just might save the world.

These efforts build on the scholarly work of TARP co-director, Shujaa Baker, who has over four decades experience as a S.T.E.M. professional. He recently combined that knowledge with over two decades studying and advocating for Kwanzaa and the Nguzo Saba in a book titled – “Building on the Work of Our Elders and Ancestors: Merging S.T.E.M. with Kawaida to Elevate Blackness (...and everything else...).” The program also introduces the children’s series Shujaa authored entitled – “STEM ‘n ‘Nem and the Seven Principles” further representing our new educational focus on children. The event ends with an invitation to join the online community

at <https://nguzosaba365.org> and through the mobile app [Nguzo Saba 365](#) to support our work.

People everywhere are invited to participate by joining TARP's online community to add your presence and contributions to support this effort to highlight the work of people and organizations applying the Seven Principles at the highest level - to inspire more of the same from others.

Visit TARP online at <https://kwanzaa.org>, <https://nguzosaba365.org>, and <https://stem-n-nem.com> for related information, content, and insight throughout the 2025 Kwanzaa Season and beyond.

Please also review TARP position statements for the 2025 Kwanzaa Season that detail the motivation behind their work and their objectives:

- 1- [“What We Need from the Next Sixty Years of Kwanzaa and the Nguzo Saba and Who Will Provide It?”](#)
- 2- [“Women, Children, and the Zep-Tepi of Kwanzaa: Reconnecting with the Original Inspiration of the First Occasion”](#)
- 3- [“Black People and the Nguzo Saba at 60 \(1965-2025\): How Treating the Seven Principles Like a ‘Black Job’ Could Save the World”](#)

Finally, TARP acknowledges the global tapestry of Kwanzaa events and encourages organizers worldwide to share details of their Kwanzaa celebrations so they can be included in the list of global events this year. Please send all flyers and info by email to contact@kwanzaa.org.

Shujaa Baker, Co-Director for [The Afrikan Restoration Project](#), states:

"This year, our annual celebration honors the 'Zep-Tepi' (First Occasion) of Kwanzaa, to remind us that its creation was inspired by the 'courageous questioning' of a ten-year-old girl determined to protect holiday fun for kids like her. That story becomes a model of the unlimited capacity in our children to create and inspire greatness when they are comfortably, confidently, and culturally grounded in knowledge of themselves.

The critical demands of our time require a more meaningful re-connection with African culture so we can find and apply its lessons and universal wisdom as solutions to the many different crises we face. This means broadening our understanding and application of the Seven Principles so they become an essential, everyday 'Black job,' for all of us - not just a holiday event.

Our new materials draw deeper lessons from this communal value system and cultural institution to ensure the powerful roadmap it represents reaches the next generation, preparing them to lead the social transformation we need."

Shujaa Baker / Los Angeles, CA / November 23, 2025

About The Afrikan Restoration Project

The Afrikan Restoration Project (TARP) is dedicated to building upon the enduring legacy of Kwanzaa, the Nguzo Saba (Seven Principles), and Black S.T.E.M. excellence from the ancient past into the distant future. Under the leadership and scholarship of co-director, Shujaa Baker, author of "Building on the Work of Our Elders and Ancestors" and "STEM 'n 'Nem," TARP creates culturally relevant educational content through our "Kwanzaa FOR KIDS", "STEM 'n 'Nem", and Nguzo Saba 365 programs. We demonstrate Black S.T.E.M. excellence in our online content, mobile app, video game development, our online community, and through the custom designed Nguzo Saba themed products we manufacture ourselves, all aimed at increasing understanding and engagement with Kwanzaa and the Nguzo Saba / Seven Principles globally for greater positive outcomes.

The 2025 Kwanzaa Season arrives at a critical moment when increased efforts to suppress dissent require a deeper search for solutions. Consistent with that, TARP declares this anniversary is "a call for 'courageous questioning' and sober reflection," echoing the Kwaaida philosophy that informed the holiday. By reconnecting with the 'Zep-Tepi' — the original inspiration and the best of what has been lost — TARP believes the Black community will find new answers and resources in Black culture to inform steps and prepare for the next sixty years of cultural elevation.

Contact: Media Relations / The Afrikan Restoration Project
Email: contact@kwanzaa.org -or- contact@nguzosaba365.org
Events: Umoja Night / Wright Museum (Detroit) - Friday, December 26, 2025 6-8pm EST
TARP Kwanzaa Celebration (online) - Sunday, December 28, 2025 5-7pm PST
Websites: <https://kwanzaa.org>
<https://nguzosaba365.org>
<https://stem-n-nem.com>
<https://tarpie.org>