



## WHAT IS THE GORÉE PROJECT?

A first-of-its-kind experience, following the journey of two African-Americans to Senegal, West Africa to swim in the Gorée Festival where they will serve as African-American cultural-leadership ambassadors via proficiency in sport.

Our swimmers will retrace the path of enslaved Africans while swimming alongside their Senegalese cousins from the shore of Dakar to the Island of Gorée. Black Kids Swim (BKS) will follow their preparation in the midst of a COVID-19 pandemic and global civil unrest. Preparation for the journey will include history and culture discussions with scholars, and motivational exercise sessions with elite Black athletes – all to prepare them for their first-ever trip to the continent of Africa.

The entire process will be documented, social media broadcasted, and ultimately edited into a weekly web-series and full-length documentary.

The project will establish an African-American leadership presence in Senegal and build a desperately needed new way forward in our people's development.

## WHY IS THE GORÉE PROJECT IMPORTANT?

To continue to rise, African-Americans need lasting relationships with our past and present. BKS believes the best way to do this is by improving mutual understanding through events of unity and opportunities for action!

## WHO'S ON BOARD?

- 'Cultural Ambassador' swimmers, Skylar Smith and Noah Nicholas, former HU swim team captains
- Black Kids Swim Executive Director, Ebony Rosemond
- HU competitive swim team coach Nicholas Askew
- 2 former Olympic swimmers
- Black swim historian Kevin Dawson, PhD
- 30 Confirmed project Boosters with a social reach of 50K+



Noah Nicholas and Skylar Smith

## HOW CAN YOU PARTICIPATE?

You can become a *Project Backer*, *Booster* or *Sponsor* to help make this project happen.

**Become a Project Backer** - Donate to the project and receive one of a variety of rewards.

**Become a Project Booster** - Share updates and information about the project with your social media network and encourage friends to support the project.

**Become a Project Sponsor** - Fund a significant portion of the project and have your products or brand promoted on the web series and documentary.

To show our appreciation, ALL of our Backers, Boosters and Sponsors will be recognized on our website and promotional materials, thanked in the credits of our webisodes and given special credit in the final documentary.

## NEED MORE INFO?

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