

## 35 Years of Black History Month 2010

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September, 2010

Black History Month celebrates its 35<sup>th</sup> anniversary in the UK during October. This takes the form of a month of remembrance honouring all the achievements of historic figures, important leaders and people who have made, and are making a difference to the world. It is also a time to raise awareness of current issues, which the black community face.



2010 was a big year for raising awareness of Black African's with the World Cup being hosted in South Africa. All nations rejoiced in the spirit of the game of football and revered former president Nelson Mandela showed his impact in building the nation's spirit with an appearance at Johannesburg's Soccer City stadium.

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Michael Jackson's legacy lives on following the anniversary of his death. His involvement in charity work and his contribution to music makes him an inspirational figure who has made a difference to the hearts of millions of people all over the world.



Barack Obama was the first African American to become President of USA. His multicultural background helps bring people together from all over the world. "Building on the movement that elected President *Obama* by empowering communities across the country to bring about an agenda of change."

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August Bank Holiday – Notting Hill, London - the largest street carnival in Europe took to the streets. Held annually since 1966, the streets of West London come alive with the sounds and smells of Europe's biggest street festival. At the roots of the Notting Hill Carnival are the Caribbean carnivals of the early 19th century, particularly in Trinidad, which was all about celebrating the abolition of slavery and the slave trade. Twenty miles of vibrant colourful costumes surround over 40 static sound systems, hundreds of Caribbean food stalls, over 40,000 volunteers and over 1 million Notting Hill carnival revellers.



Top brands for Black ethnic groups according to the Weber Shandwick MCC Insight Study 2007

Hair-care	Skin care	Make-up	High street Fashion
			

Designer Fashion	Super-markets	Alcoholic drinks
		

### UK's ethnic minority numbers 'to rise to 20% by 2051'

It says the proportion of black, Asian and other ethnic minorities will rise from 8% of the population, as recorded in the 2001 census, to 20% by 2051 (Source: BBC, 2010)

You will be surprised to know how much we know about EMG's. To find out more call:

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