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Bi-Okoto Unveils New Marketplace Showcasing African Culture, Local Creatives, and Community-Centered Products

Cincinnati, Ohio — November 18, 2025 — Bi-Okoto Drum & Dance Theatre, a leading multicultural performing arts organization founded in 1994, has announced the launch of its brand-new **Bi-Okoto Marketplace**, an online and in-center retail experience designed to expand access to authentic African products, cultural merchandise, and community-made goods.

The new Marketplace is a major step in Bi-Okoto's mission to preserve, promote, and share African heritage through the arts, education, and entrepreneurship. It also strengthens the organization's **Earned Income Ventures (BizHive)** (a logo featuring a stylized orange and yellow shape), which support core programming, youth development initiatives, and cultural education for families across Ohio, Indiana, and Kentucky.

“This Marketplace allows us to bring Africa even closer to our community,” said **Bàbá Adày**, Founder and Executive & Artistic Director of Bi-Okoto. “From drums to art to everyday cultural items, this platform helps us celebrate and share the beauty of Africa, while supporting our programs, artists, and the young people we serve.”

A Marketplace Rooted in Culture and Community

The Bi-Okoto Marketplace offers:

- **African-inspired accessories and apparel**
- **Musical instruments, including drums used in Bi-Okoto programming**
- **Home décor and cultural items**
- **Products curated through Africa Imports**
- **Vendor partnerships supporting local entrepreneurs and creatives**
- **Bi-Okoto-branded merchandise** supporting programs and performances

The Marketplace operates both **online** and **on-site at the Bi-Okoto Cultural Center**, giving families, supporters, and visitors multiple ways to shop.

“This launch marks a new era for us,” said Bàbá Adày. “It is not only about selling products. It’s about **connecting people to stories, heritage, and meaning** — and creating a

sustainable revenue stream that strengthens our educational programs, residencies, after-school initiatives, and touring productions.”

Supporting Youth Programs and Cultural Education

Proceeds from Marketplace sales directly support Bi-Okoto’s wide range of cultural and educational initiatives, including:

- **Images of Afrika Summer Camps**
- **Tolongo After School Program**
- **Okoto Kekere Pre-Professional Training**
- **African dance, drumming, and language classes**
- **School and college residencies**
- **Touring performances and community programs**

These programs serve children, teens, college students, families, and schools across the region — with a focus on cultural enrichment, artistic training, and community-building.

Holiday 2025 Launch Momentum

The new Marketplace arrives just in time for the **Holiday 2025 season**, including:

- **Black Friday and Cyber Monday specials**
- **Holiday gift bundles**
- **New product drops**
- **Gift cards for classes and workshops**
- **Giving Tuesday fundraising opportunities**

Bi-Okoto encourages the community to support local cultural arts by shopping intentionally this season.

How to Shop

The Bi-Okoto Marketplace is accessible at:

 www.bi-okoto.com

 **Bi-Okoto Cultural Center** – Cincinnati, Ohio

Shop online, visit in person, or follow Bi-Okoto on social media for weekly product highlights and holiday promotions.

About Bi-Okoto

Bi-Okoto Drum & Dance Theatre is a 501(c)(3) multicultural performing arts organization dedicated to preserving and sharing African cultural heritage through drums, dance, music, languages, and community programs. Established in 1994 and incorporated in 1996, Bi-Okoto provides youth education, residencies, touring performances, after-school programs, and community engagement throughout the Midwest and globally.

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