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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 🍯)**, 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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