



Newport News Tourism
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Take an Immersive Journey Through the African American Cultural Experiences of Newport News

New Tourism Initiative Celebrates the Art, Culture, History, and Businesses Unique to the City

Newport News, VA, April 18, 2024 – Newport News Tourism is proud to unveil an exciting new campaign, dubbed *African American Cultural Experiences*, a groundbreaking endeavor that celebrates and promotes the rich cultural heritage of the African American community in Newport News.

Abbreviated as AACE (and pronounced “Ace”), its mission is to create an inclusive and welcoming hub for travelers, positioning Newport News as a destination that embraces and celebrates diversity.

The campaign showcases African American art, culture, and history, along with the Black-owned businesses, of Newport News. The goal of the campaign is to attract new visitors to the city, engage regional residents, and support local businesses by showcasing spaces that highlight the Black experience in Newport News. African American majority-owned or operated businesses are invited to be a part of this movement by becoming an AACE Enterprise Partner and making your place an AACE Space. Email AACE@nnva.gov to learn more.

Plan your tour by first visiting the AACE story map, an immersive online experience that lets you map out important historical landmarks and museums, discover opportunities to support our local Black-owned businesses, see contributions in the visual arts, and find the locations of historical landmarks where generations ago significant Newport News African American accomplishments were made. You’ll find they may be gone but are not forgotten. After visiting the story map, plan your visit in person!

To officially launch AACE and in celebration of Black Music Month, Newport News Tourism will hold an event called **Music Through the Decades**. The event, to be held from 5 to 8:30 p.m. June 5 in City Center at Oyster Point, will feature the iconic sounds of Black music from various decades, changing every hour. It will also include karaoke, games, contests, dancing, food trucks, art exhibits, vendors, community resources, demonstrations, and more! Interested in being a vendor at the event? Click [here](#) to apply. Deadline is April 30.

Join us on this transformative journey to foster unity, understanding, and pride. Together, we can explore, commemorate, and revel in the abundance of African American experiences in Newport News, VA. Click [here](#) to learn more about AACE or email AACE@nnva.gov.

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