

PRESS RELEASE

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FOR IMMEDIATE RELEASE

ADA STATE TO OBSERVE A PERIOD OF TRADITIONAL CLEANSING, SPIRITUAL RENEWAL AND COMMUNAL REFLECTION DURING THE 89TH ADA ASAFOTUFAMI FESTIVAL

Ada, Greater Accra Region, Ghana – July 17, 2026 – The President of the Ada Traditional Council and Paramount Chief of the Ada State, HRM Djetse Nene Kabu Abram Akuaku III, together with the 89th Ada Asafotufami Festival Planning Committee and the Ada Traditional Council, wishes to formally inform the general public, development partners, sponsors, collaborators, residents, and the international community of important adjustments to the activities planned for the 89th edition of the Ada Asafotufami Festival.

The decision forms part of a broader traditional and spiritual preparation towards two historic milestones in the life of the Ada State: ***the forthcoming 90th Anniversary of the Ada Asafotufami Festival*** and the ***Golden Jubilee Celebration of the reign of His Royal Majesty, HRM Djetse Nene Kabu Abram Akuaku III.***

For generations, traditional cleansing rites have occupied a sacred place in the cultural and spiritual life of the Ada people. These ceremonies serve as a period of reflection, purification, renewal, reconciliation, and reaffirmation of the customs and values that bind the people of Ada together.

Recognizing the need to restore and uphold this significant aspect of Ada's cultural heritage, the Traditional Council has resolved that the 89th Ada Asafotufami Festival will primarily serve as a period of cleansing, spiritual preparation and communal reflection for the greater celebrations ahead.

It is the considered wisdom of the elders that this year's observance should place greater emphasis on the spiritual and traditional essence of the festival, with less focus on pomp and pageantry, thereby laying the foundation for the historic and more jubilant celebrations planned for 2027.

Consequently, many of the ***customary, cultural and traditional activities that are normally associated with the Asafotufiami Festival will not be observed in their usual form this year.*** Instead, attention will be directed toward **the traditional cleansing ceremonies to be undertaken by the various clans and communities across the Ada State.** All activities with the festival will resume fully next year.

The 89th edition of the festival is scheduled for 7th - 14th August, 2026.

The Traditional Council wishes to clarify that the festival's Durbar Day will still be observed. However, the event will be organized differently from previous years in a manner that reflects the solemnity and significance of the cleansing period while preserving the dignity and heritage of the festival.

The Ada Traditional Council further assures the public that all approved social gatherings, community engagements, hospitality activities, and corporate brand activations associated with the festival period will proceed as scheduled. Businesses, sponsors, exhibitors, partners, and collaborators can therefore continue with their planned engagements and participation without disruption.

The Council acknowledges the unwavering support received over the years from government institutions, corporate organizations, development partners, tourism stakeholders, media organizations, community groups, and the many individuals who have contributed to the success and growth of the festival.

Their partnership has helped position the Ada Asafotufiami Festival as one of Ghana's most celebrated cultural events and an important vehicle for cultural preservation, tourism promotion, and community development.

As Ada embarks on this important period of traditional renewal, the Traditional Council calls on all sons and daughters of Ada, friends of the Ada State, and well-wishers across the globe to support and respect the observance of these sacred rites. The Council remains confident that the cleansing ceremonies will strengthen the cultural foundations of the State and pave the way for an even more memorable celebration of the festival's 90th anniversary and the Golden Jubilee of the Paramount Chief.

The Ada Traditional Council, the Asafotufiami Planning Committee, and all traditional authorities reaffirm their commitment to working closely with stakeholders and partners as preparations continue for these landmark occasions.

About the Ada Asafotufiami Festival

The Ada Asafotufiami Festival is an annual cultural festival celebrated by the chiefs and people of Ada in Ghana. Rooted in the warrior traditions and historical victories of the Ada people, the festival serves as a platform for cultural preservation, community development, tourism promotion, and social cohesion. For nearly nine decades, it has remained one of Ghana's most significant traditional festivals, attracting participants from across the country and around the world.

Media Contacts

Naana Adiki Manyeyo Adi I - 0546388826

Seth Priceless Ala-Amegavie - 0249925988

Mr. E. Mettle-Nunoo, Registrar – Ada Traditional Council - 024 233 4261

Nene Agudey Obichere III - Chairman

89th Ada Asafotufiami Festival Planning Committee - 024442852

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ASAFOTUFIAMI



FIRING OF MUSKETRY FESTIVAL