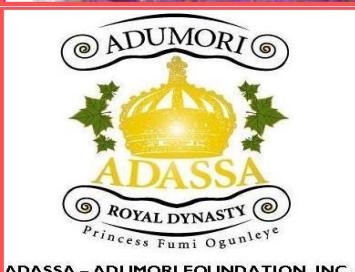




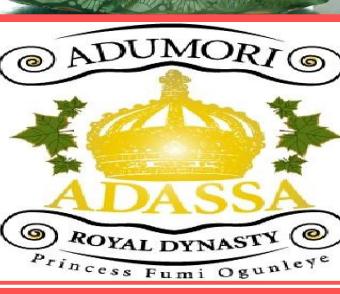
An African Princess, alongside the King of Emure Kingdom, Nigeria Tempers Fashion with Compassion to Raise Funds for African Children.



Her Profile

Princess Fumi Ogunleye- Hancock, PhD
Emure Kingdom, Ekiti, Nigeria, Africa.

www.adassafoundation.org
giveback@adassafoundation.org
www.adassabrand.com
info@adassabrand.com



The Story Behind Adassa Adumori Foundation & Adassa Brand, Inc.

When Princess Fumi's cousin – King Emmanuel Adebayo was crowned king of Emure-Ekiti in February 2008, she had the privilege of attending this historic event. This marked her first trip to her homeland in 23 years, and the experience was both joyful and heart-wrenching. Princess Fumi received a royal welcome and reclaimed her royal title, but what moved her most was seeing her people and their fight to survive.

Returning to Nigeria fueled within the princess a passion to improve the lives of women and children on the continent of Africa. That passion led her to launch the Adassa - Adumori Foundation, a 501(c)3 non-profit organization that is committed to developing educational and healthcare programs in third world countries.

With the challenge ahead, Princess Fumi put her designing hat on and began to design authentic fashion, inspired by the Coronation she witnessed in Africa. January 2009 marked the debut of her "*Princess Heirloom Collection*," replicas of Jewelry collected and designed for her mother, Princess Remi, the inspiration behind the name-Adassa. Princess Remi's story parallels that of a Persian Orphan who in the midst of adversity became the Queen of Persia. Her motto: "*Every Woman is a Princess. Live the Dream*" is reflected in her Jewelry collection as well as her "*Royal Majesty's Handbag Collection*" which was officially launched in Africa (January 2009) by Queen Mary Adebayo. She is currently working on a clothing collection to further this cause. Details can be found at: <http://www.adassabrand.com>. Portions of the proceeds from the ADASSA brand will help to fund the programs, including youth enrichment centers, libraries and other educational programs for the underserved African communities.

Witnessing His Royal Majesty's positive impact on the nation of Nigeria, first as a Chief of Police and now a King, has given Princess Fumi new insight into what it means to 'serve'. While many people will assume that being born into a royal family means there is a lot of money to solve the community's social problems; the reality is that it will take our global community to resolve the poor state of affairs in the African communities.

"For the first time, I understand that being a princess is not a 'fashion statement', but rather a mantle of responsibility for making a difference in the lives of my people." "ADASSA has given me a special opportunity to serve my people by investing in their future. When you become a part of the ADASSA experience, you are not only changing your life and living the dream, you are also making a difference in the life of another person across the globe.

"It broke my heart to witness in my homeland broken down schools, clinics with no running water or basic equipment, and hungry children having to walk miles to school. This experience has showed me that I can no longer pretend that Africa is not in dire need of assistance. I am indeed humbled that I've been granted the privilege to champion this cause for my people alongside my King-King Emmanuel, a man after God's heart."

With this challenge, I invite everyone to take part in keeping this dream alive -- the dream of one day seeing every child and family overcome poverty."

Why be a part of this, you may ask? As a citizen of the world, we are called upon to be a "Difference Maker." This is a legacy we owe to ourselves, and generations to come. As we only have one life to live, we must strive to make it count!

NEWS! NEWS! NEWS! NEWS! NEWS! NEWS!

The Royal Family Visits Tennessee to join Princess Fumi Ogunleye Hancock, Founder of the Adassa Adumori Foundation, Inc. a US 501(c)3 Organization in raising awareness to the humanitarian projects being implemented in Emure Kingdom for the Kingdom's children.

His Mission:

*To help bridge the gap between the US and Africa.

*To discuss possibilities of joint ventures (benefiting both parties) between the US and Emure Kingdom

***Reaching out for assistance with empowering the Kingdom's most vulnerable population: the children.**

6W • SUNDAY, FEBRUARY 1, 2009

ABOUT TOWN



From left are Sherry Parfait of Cane Ridge and Michelle Nipp of Brentwood.



From left are Anna Ortiz of Cane Ridge and Robyn McDonald of Clarksville, Tenn.



From left are Merche Moore of Franklin and Yolanda Shields of Spring Hill.



From left are Amy Heimermann of Franklin and Linda Shook of Nashville.



THE TENNESSEAN • WILLIAMSON A&M



Tea for two (well, maybe more)



Text and photos by Vicki Stott
FOR THE TENNESSEAN
The world came to World Cup of Tea in Cool Springs recently as Spring Hill resident Princess Fumi Ogunleye of Africa's Adumori Royal Dynasty hosted an afternoon tea to introduce the debut of her spring accessories collection.
Proceeds from the sale of the Adassa fashion line go toward supporting sustainable projects that change the lives of families in Third World countries. Also at the event was 16-year-old EMI Gospel recording artist Merche Moore.
It was quite a day, quite a spot of tea in Cool Springs.

From left are Amy Heimermann of Franklin and Linda Shook of Nashville.

11.23.08 Couture Brand by Adassa featured as the "Handbag Designer of the Day."

12.16.08 EMI Recording Artist, Merche Moore joins the Cause as the Youth Ambassador for the Foundation

12. 31.08 Princess Fumi featured in The Tennessean Spring Hill princess gives back to her Nigerian Village:

THE TENNESSEAN SPRING HILL – Every little girl dreams of being a princess, but Fumi Ogunleye actually is one. Ogunleye returned to Emure – a kingdom in Ekiti, Nigeria

1.4.09 Afternoon Tea with Princeess Fumi at World Cup of Tea featured in Tennessean

1.22.08 Queen of Emure Kingdom officially launches the "Fashion for Life" Collection of Luxurious Handbags at the Royal Palace in Nigeria. Portion of the proceeds will be used for the projects underway at the Kingdom



1.26.08 EMI Recording Artist, Merche Moore in Adassa Couture at the 2009 Stellar Awards

About Emure Kingdom

Emure domain is situated in the South Eastern part of Ekiti State (Nigeria) with a number of farm settlements and villages. The Kingdom is blessed with good physical features on a fairly leveled ground that is well drained.

The streams Ose, Oyimo, Obeji and Eporo rivers pass through the extensive land area of about 93 square miles. The land is well wooded and fertile. Any agricultural investment will yield good results.

Emure people are great farmers hence, agriculture is the main source of their livelihood in the production of Cocoa, Yams, Cocoyam, Rice, Beans, Corn, Cassava, Plantain, Banana, Pineapple, Oranges and Palm products. An investment in small scale manufacturing and wood processing will boost the state's economic status. As development and civilization grow, other diverse economic opportunities will spring up.

The ancestors of today's Emure Kingdom can be traced to Ile-Ife, the cradle of the Yoruba's. Oral history has it that the present day Emure-Ekiti once had a homestead in a place called Ilare, in Ile-Ife around 1290AD and were there for well over two centuries. The first of the rulers to reign over the people at Ilare was known by name Obele. Obele was believed to be the direct son of Oranmiyan who himself was the last son of Okanbi, the only son of Oduduwa.

Between 1290 and 1291 AD, one of the sons of obele by name Fagbamila Oduduwa decided to relocate from Ilare to another place and before

leaving, he demanded for his rights of honor as a Prince to serve as the insignia of the Royal Family to enable him rule over the people in the new domain he would found for himself. As a sign of the acceptance of his move, the entire Oduduwa family blessed him.

In addition to the royal blessing, Prince Fagbamila was presented with a number of parting gifts which represented the paraphernalia of the Royal family till today.

The gifts included a Beaded Crown, a Sword of victory, Fern leaves, Akoko leaves, Atorin (Cane) and a giant leather fan made of Tiger skin. With these, Prince Fagbamila set forth on his journey with his people, after consulting the Ifa Oracle. The Ifa Oracle directed them to a place called Ilamoye, meaning "a place where the sun arises". Prince Fagbamila then took the title "Emure" to reflect the Fern leaves presented to him by the Royal family at Ilare. The Fern plant in Yoruba land means "IMU". The name "Emure" was said to have originated from what he was told when the Fern leaves were handed over to him. "Imu re re O" (These are your Fern leaves). When abbreviated, it becomes Imure which was later modernized to "Emure" the present name of the kingdom. Emure kingdom is governed under a code referred to as the Native Law and Customs and it is a well structured administration in place that emphasizes division of power.

At the head of the administration in the kingdom is the King who was regarded as the lord of the community. The chiefs make up the judiciary council, headed by the King. The administrative headquarters of these group of communities (over 98 villages and settlements) are the Palace of the King which is located centrally. (See www.adassafoundation.org for a copy of the Royal Family Tree)

Quick Facts about Nigeria



Capital: Abuja

- Population: 138.3 million
- Area: 923,768 sq km
- Major Languages: English, Yoruba, Igbo, Hausa, Fulani
- Major Religions: Muslim (50%), Christian (40%), Indigenous (10%)
- GDP per Capita: \$917 (2006)
- Life Expectancy: 47.8 years
- Literacy Rate: 68%
- Population below poverty line: 70% (2007)
- HIV/AIDS Infection: 2.6 million (2007)

Source: <http://www.nigeriaembassyusa.org/>

EMURE TRADITIONS, CULTURE AND FESTIVALS

Emure kingdom takes after Yoruba traditions, culture and festivals as can be witnessed in the race. There are particular times of the year when certain festivals and traditional practices are observed; few amongst these traditions include:

- a) **ILUYONWA:** His Royal Majesty's Yam festival marking the beginning of our calendar year celebrated in September.
- b) **AIREGBE:** Maiden group dance marking the glorious transformation to puberty stage.
- c) **ILEODUN:** Annual festival for only male indigenous adults to observe.
- d) **ERO:** Festival celebrated to mark graduation from (Gbamo) age group to adulthood.
- e) **OPA-OGURU:** An exercise to correct misconduct in the society.
- f) **IPON:** Used to detect mysteries.
- g) **ETINTIN:** Females' celebration with white clothes carrying small native pots of water from Aro brook holding peeled whips.
- h) **OGUN:** Festival celebrated in honor of ogun, the god of iron.
- i) **EGUNGUN:** Festival celebrated in the month of April every year to honor the king by all the quarters