

Umoja



Unity

Summary of principles established by scholar and activist, Dr. Maulana Ron Karenga in 1966.

Day 1 Living as one with our kindred souls and global family.

Kujichagulia:
Self-Determination

Ujima:
Collective Work

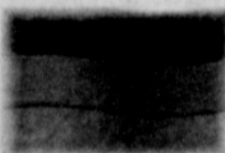
Ujamaa:
Cooperative Economics

Nia:
Purpose

Kummba:
Creativity

Imani:
Faith

Day 2



Drawing on one's proud heritage to decide one's own lifepath.

Day 3



Working for individual, generation and community success.

Day 4



Building and supporting family and neighborhood concerns.

Day 5



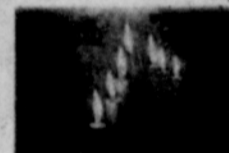
Affirming one's self worth and ultimate goals.

Day 6



Giving birth to new ideas to reinvent the world.

Day 7



Believing in one's rich legacy and future potential.

K W A N Z A A Dec. 26 - Jan. 1

These are the gifts of enlightenment honored by millions at Kwanzaa time: A celebration born of ancient traditions and modern family values. It's all about friends and community coming together to light candles, build bridges and break bread.

At Safeway, we're proud so many families count on us to make the most of their Karamu Feast. So, every generation can pause to share life's bounty and rekindle the unique spirit that glows in us all. Harambee!



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