



Company Overview

The Kwamilele Group is a cutting-edge public relations and strategic engagement firm that partners with government entities, artists, and public and private companies to design and deliver comprehensive campaigns that elevate and protect brands, shape public perception, connect audiences worldwide.

Highlighted Projects

“Atlanta Re-Introduction”

- **Client:** Flipper Temple AME Church
- **Industry:** Non-Profit
- **Duration:** Oct. 2024 - Mar. 2025

With the installment of its new pastor, Flipper Temple retained The Kwamilele Group to lead its formal introduction to Atlanta leadership and organize a celebratory concert featuring an award-winning gospel artist. The scope of work encompassed artist procurement, full event management, and media relations. The event drew more than 700 attendees and secured media advertising on major radio stations, significantly amplifying visibility for the church.

“77TH & BANCROFT” HOUSING DEVELOPMENT

- **Client:** Black Cultural Zone
- **Industry:** Non-Profit
- **Duration:** Summer/Fall 2024

In partnership with Eden Housing and the California Affordable Housing Initiatives, Inc., the Black Culture Zone is advancing the 77th and Bancroft Housing Project in Oakland, California. The Kwamilele Group (TKG) was retained to develop and execute a comprehensive community engagement plan. This scope of work encompassed the preparation and distribution of project materials, the coordination of public meetings, and the facilitation of consistent communication to ensure that community members were fully informed and engaged throughout the development process.

“UP FROM THE ASHES”

- **Client:** FAME Oakland
- **Industry:** Non-Profit
- **Duration:** June 2023 to March 2024; July 2024 - March 2025

The Kwamilele Group was retained by FAME Oakland to plan and execute a comprehensive public relations campaign following a devastating fire that destroyed the church. The scope of work included the development and implementation of a three-day, community-centered series of events, featuring a community festival, a fire anniversary commemoration, and a concert headlined by an award-winning artist. The campaign raised \$200k in sponsorships, \$50,000 in direct community donations towards the rebuild, generated coverage and interviews across all major local news outlets, increased social media engagement by 25%, and secured meaningful participation from elected leaders — strengthening both community morale and public support for FAME Oakland’s rebuilding efforts.

“Treva Reid for Oakland City Council; Mayor of Oakland”

- **Client:** Treva Reid
- **Industry:** Politics
- **Duration:** 2020; 2022

The Kwamilele Group was retained by Treva Reid to manage communications and media relations for both her City Council and Mayoral campaigns. The scope of work included developing and executing media strategies, drafting talking points for all public engagements, and overseeing social media management to ensure consistent, impactful messaging across platforms.

Contact

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FOR IMMEDIATE RELEASE
FEBRUARY 19, 2024

CONTACT: Tasion Kwamilele @ 510.480.9341

FAME OAKLAND END 1-YEAR FIRE ANNIVERSARY WITH EXPLOSIVE MUSICAL EXPERIENCE
Grammy-Nominated Gospel Artist Zacardi Cortez will Headline

Oakland, CA - Today, marking the official one year anniversary of First African Methodist Episcopal Church Oakland three alarm fire, FAME Oakland will close out its "Up From The Ashes" commemoration weekend with a soul-stirring musical experience featuring Grammy-nominated gospel artist, Zacardi Cortez.

The event will take place at Bloc15, 252 2nd Street at 7pm.

To set up interviews or to speak with Dr. Rodney, text Tasion at 510.480.9341

Background: On February 19, 2023 at 10:44pm, FAME Oakland was devastated in a three alarm fire. Today, the church commemorates the anniversary and celebrates the next phase of its rebuilding journey. For more information, go to www.fameoakland.org

President & CEO, The Kwamilele Group
www.thekwamilelegroup.com

zoom.u



Friend --

I hope you are healthy and safe during these unparalleled times and are finding ways to connect with your loved ones. We grow in strength, together.

My family has felt the weight of grief and impact of COVID-19, with the loss of loved ones and employment. We are holding each other up more during these challenging times.

We are all adjusting to a new normal as a result of COVID-19, and without an immediate end in sight, we must continue working to move our community forward. I know it's not easy. Please reach out if you are in need of support.

BE LIT
FAME OAKLAND

22 FEB SAT
11AM - 3PM

UP FROM THE ASHES

UFTA 2025 COMMUNITY DAY

SCAN TO REGISTER

WWW.FAMEOAKLAND.ORG

HOSTED BY
Flipper Temple
AFRICAN METHODIST EPISCOPAL CHURCH

A NIGHT OF Worship

FEATURING
Kierra Sheard-Kelly

MAR 28 2025 7PM

OPENING ACT
PASTOR RODNEY

OPENING ACT
DAVID WALKER & High Praise

Lady MELANIE SHAFAH

King Chapel

Pastor ELIJAH SHAFAH

MOREHOUSE COLLEGE
830 WESTVIEW DR., SW
ATLANTA, GA 30314

Oakland Post
"Where there is no vision, the people perish..." Proverbs 29:18

61st Year, No. 40
Weekly Edition, October 2 - 8, 2024

District Attorney Pamela Price Announces Settlement Holding Safeway, Vons, Albertsons Accountable for Overcharging Customers
Companies to Pay Nearly \$4 Million to Settle Civil Complaint

SAFEMART
Albertainsons

Reimagining Senior Living at 77th & Bancroft: A Community Hub for All

Post Features Editor Carla Thomas Honored by NAACP

FACES AROUND THE BAY: Blanche Richardson

Why Should We Oppose the Two Recalls? It Is Too Soon and Inappropriate

OPINION

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