**Holiday Greeting |
Kwanzaa – LPL**

*Must be used with your Advertising Review Team approved letterhead or email signature.*

LPL Compliance Approval # 491755-1

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# [Subject line] Honoring the Principles of Kwanzaa

“I don't think there will ever be a time when the principles of Kwanzaa will not be important or timely. It's a great time for reflection and now, more than ever, our country needs to be reminded of unity,” said author and scholar Kellie Carter Jackson.1

Kwanzaa is a celebration of African American heritage and culture. It’s an opportunity to honor the resilience and remember the ancestors, notes author Dorothy Winbush Riley.1

While Kwanzaa was created in 1966 by Dr. Maulana Karenga to honor African American roots and their experiences, The Rev. Dr. Jacqui Lewis notes that Kwanzaa is a holiday that should be celebrated by all.2

“All of us, regardless of race, could benefit from the many activities that take place during the seven-day observance,” Lewis noted.2

Lewis further explains that the word “Kwanzaa” translates to “first fruits of the harvest” and was meant to celebrate family, community and culture.2

Let us all celebrate and reflect on the principles of Kwanzaa, which include unity, self-determination, collective work and responsibility, cooperative economics, purpose, creativity and faith.3

Happy Kwanzaa from all of us! As always, we are here to support you in reaching your version of financial freedom and building a brighter future for you and your family. May your candles burn bright and your celebrations be filled with love!

Sources:

1 <https://www.womansday.com/life/a41517393/kwanzaa-quotes/>

2 https://www.readingeagle.com/2014/12/26/editorial-everyone-not-just-blacks-should-celebrate-kwanzaa/

3 https://nmaahc.si.edu/explore/stories/seven-principles-kwanzaa

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