

SOMALI WEEK

RECAP



Promoting Security & Unity
Through Partnership

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amazon

2025 SOMALI WEEK RECAP

SOMALI WEEK REPORT 2025

This year's Somali Week festival was hosted in multiple venues throughout Saint Paul and Minneapolis giving visitors from around the world the chance to celebrate Minnesota's diversity, inclusiveness, and unity through a broad range of artistic, cultural, and athletic events.



2025 SOMALI WEEK RECAP

ABOUT SOMALI WEEK

Somali Week 2025 is Minnesota's premier celebration of Somali culture, heritage, and community, organized by People in Action.

Held from June 26 to July 3 across the Twin Cities, this week-long event brought together tens of thousands of attendees for a powerful series of cultural gatherings. Key highlights included the Somali Independence Day Festival on Lake Street, drawing large crowds for a day of music, traditional dance, food, and community vendors.

The Somali Week Global Soccer Tournament brought together top teams from across the diaspora, building unity and friendly competition.

A special concert at the Ordway Center for the Performing Arts showcased Somali artists and celebrated the richness of Somali music and performance. In 2025, Somali Week attracted over 180,000 attendees and reached millions online, marking it as one of the largest Somali cultural events in North America.

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2025 SOMALI WEEK RECAP

CELEBRATING SOMALIA

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People in Action is a Minnesota-based nonprofit organization committed to building stronger, more connected communities through culturally grounded programs in arts, education, workforce development, youth mentorship, and social services.

Founded by local leaders in Saint Paul, the organization has grown into a trusted force for equity, innovation, and community-led change. People in Action offers youth sports and mentorship programs, supports workforce readiness and job placement, and provides housing and social services to individuals and families in need.

The organization also leads educational and creative programming designed to empower youth and uplift underrepresented voices. In addition to year-round services, People in Action is the organizing body behind Somali Week, one of the largest Somalicultural celebrations in North America. With a focus on inclusion, leadership, and opportunity, People in Action continues to create lasting impact across the Twin Cities and beyond.

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2025 SOMALI WEEK RECAP



SOMALI INDEPENDENCE DAY

One of the cornerstone events of Somali Week 2025 was the Somali Independence Day Festival, a full-day street celebration on Lake Street in Minneapolis that welcomed the entire city to experience Somali culture through food, music, poetry, art, and community.

Now recognized as the largest Somali cultural celebration in the United States, the 2025 festival drew over 55,000 attendees, reflecting the strength, pride, and unity of Minnesota's Somali community.



TRAFFIC FLOW

www.somaliweekmn.org

55,000+

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2025 SOMALI WEEK RECAP



AWARDS & ACCOMPLISHMENTS

As part of SomaliWeek 2025, People in Action recognized outstanding individuals for their leadership, service, and impact on the community.

Sheriff Witt received the Community Safety and Support Recognition Award for her dedication to public safety and allyship with the Somali community.

Additional honorees included Prof. Abdi Adam Hoosow, awarded for his role as Keynote Speaker; Cmdr. Abdirahman Ali, recipient of the Service With Honor Award; Abdi Mohamed, who received the Community Impact Award; Sgt. Mukhtar Abdulkadir, honored as Officer of the Year; and Amina Deble, a local business owner recognized for her entrepreneurial leadership and commitment to uplifting her community.



SOCER TOURNAMENT

The Somali Week 2025 Soccer Tournament was one of the most impactful and highly attended events of the week, drawing dozens of teams and thousands of fans from across Minnesota and neighboring states over multiple days of competition. Large crowds filled the stands each day, creating an energetic and welcoming atmosphere that brought together families, elders, youth, and community leaders.

Beyond the matches, the tournament served as a powerful vehicle for youth engagement, mentorship, and healthy recreation, strengthening intergenerational bonds and reinforcing Somali Week's role in fostering unity, community pride, and a shared sense of belonging within the Somali community and the broader Minnesota landscape.



TRAFFIC FLOW

11,000+

TEAMS

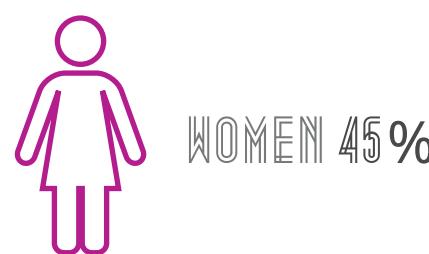
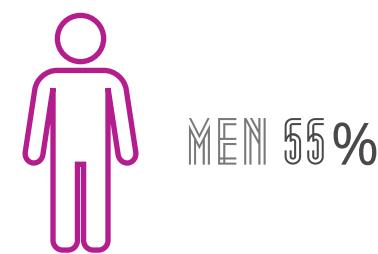
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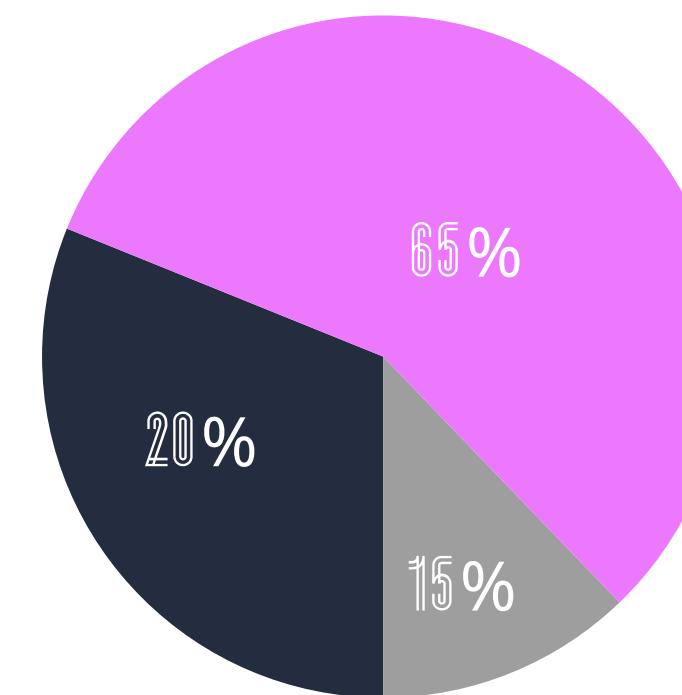
ONLINE MARKETING INSIGHTS

FACEBOOK PAGE IMPRESSIONS

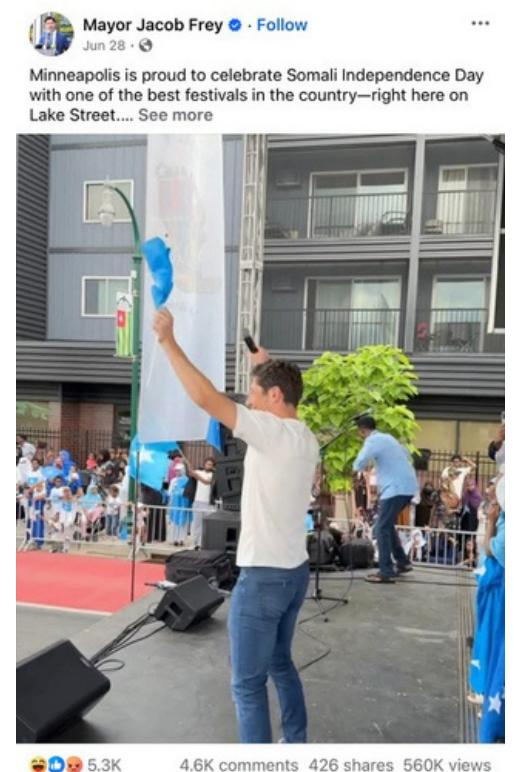


SOMALI WEEK TRENDS

- PAGE IMPRESSIONS (ORGANIC)
- PAGE CONSUMPTIONS
- VIRALITY IMPRESSIONS



POST REACH
+
600,000
=



2025 SOMALI WEEK RECAP

SOCIAL MEDIA INSIGHTS



PEOPLE REACHED

11+ MILLION



SOMALI WEEK

ON THE MEDIA

Hennepin County Sheriff's Office - Follow

Today is Somali Independence Day, a time of celebration for people in Somalia and many Somali-Americans here in Minnesota. Last weekend, Sheriff Witt and members of our staff celebrated at the Somali Week Independence Day Festival on Lake Street where thousands attended. Sheriff Witt spoke and received Somali Week's Community Safety and Support Recognition Award for her "support and commitment to public safety" and "helping create a secure and welcoming" festival. Here's a behind-the-scenes look at the celebration!



Telefishinka Qaranka Soomaaliyeed

Munaasabad lagu xusayay Todobaadka Xorriyadda oo lagu qabtay Magaalada Minneapolis dalka Mare... Munaasabad lagu xusayay Todobaadka Xorriyadda oo lagu qabtay Magaalada Minneapolis dalka ... See more



Only in America - Follow

Somali pride front and center in Minneapolis! Mayor Jacob Frey joins the celebration for Somali Independence Day, even speaking Somali to hon... See more



Somali American Police Association - SAPA - Follow

This past Saturday, we celebrated Somalia Independence Day (July 1st, 1960) with our Somali-American community in Minnesota, highlighting the diverse and vibrant... See more



Radio Mogadishu

Munaasabad lagu xusayay Todobaadka Xorriyadda oo lagu qabtay Magaalada Minneapolis dalka Mare... Munaasabad lagu xusayay Todobaadka Xorriyadda oo lagu qabtay Magaalada Minneapolis dalka ... See more



Zaynab Mohamed

Happy Somali Independence Day



Mayor Jacob Frey

Minneapolis is proud to celebrate Somali Independence Day with one of the best festivals in the country—right here on Lake Street.

We're home to the largest Somali community in the U.S., and we're celebrating that pride, culture, and community all weekend long.



8:16PM - 6/28/25 - 11K Views

86 11 36 3 1

This is Minneapolis.

Mayor Jacob Frey took to the stage to celebrate 'Somali Independence Day' while shouting to the crowd in Somali.



From Paul A. Szypula

8:04 AM - 6/30/25 - 126K Views



2025 PARTNERS

THANK YOU TO OUR PRESENTING PARTNER

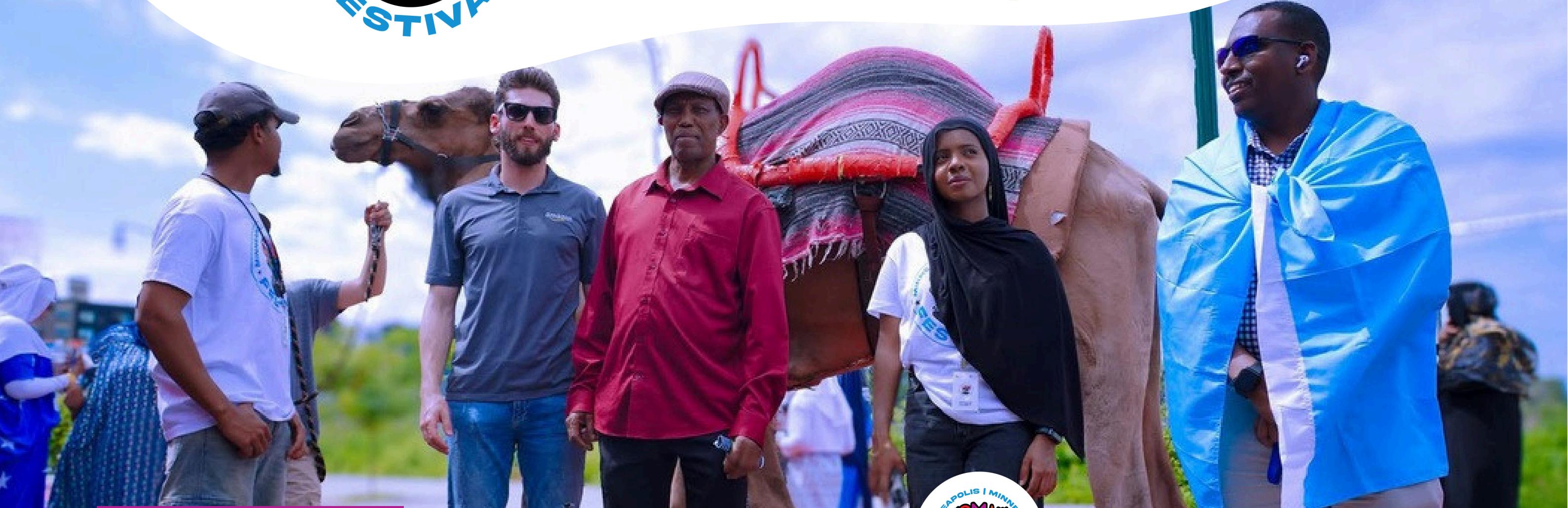


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