

**FOR IMMEDIATE RELEASE**

**DOWNTOWN PROMOTIONS, LAGOS STATE GOVERNMENT UNVEILS THE MAIDEN EDITION OF THE VICTORIA ISLAND CARNIVAL 2026**

**Theme: *Eko's Jewel: A Legacy Rich in Colour***

Lagos, Nigeria

Downtown Promotions has officially unveiled the maiden edition of the **Victoria Island Carnival 2026**, a landmark cultural and tourism initiative designed to celebrate the rich heritage, creativity, enterprise, and vibrant urban spirit of Victoria Island, Lagos.

The Scheduled to hold in **September 2026**, the weeklong carnival is positioned as a world-class experience that will bring together music, fashion, arts, food, business, tourism, entertainment, and community engagement in a colourful celebration of one of Africa's most iconic destinations.

With the theme, "**Eko's Jewel: A Legacy Rich in Colour**," the carnival celebrates Victoria Island's unique place as the heartbeat of Lagos' economic, lifestyle, hospitality, and entertainment ecosystem, while creating a platform to preserve culture, promote tourism, and stimulate economic growth.

Activities lined up for the carnival include the **Carnival Village, the VI Street Party, the Grand Carnival Parade, live music performances, fashion showcases, food experiences, cultural exhibitions, art installations, community activations, and business networking events**, all designed to showcase the diversity and dynamism of Lagos.

Speaking at the official launch, the organisers described the Victoria Island Carnival as more than an event, but a legacy project that seeks to connect people, celebrate culture, and position Lagos as a leading destination for global tourism and cultural exchange.

The carnival is expected to attract residents, tourists, corporate organizations, creatives, hospitality brands, government stakeholders, and members of the international community, creating significant opportunities for collaboration, investment, and economic impact.

Downtown Promotions, the organisers of the carnival, are renowned for delivering impactful cultural and entertainment experiences across Lagos, including the Most Beautiful Girl in Lagos, Africa Fashion Week Nigeria Summit, and Badagry to the World Concert.

As preparations gather momentum, the organisers have called on corporate organizations, tourism stakeholders, creatives, and the general public to be part of what promises to become one of Lagos' most anticipated annual cultural events.

**Victoria Island Carnival 2026.**

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**DOWNTOWN  
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**Eko's Jewel. A Legacy Rich in Colour.**

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