**The Amaseikumor Festival Gbaramatu Kingdom, Warri South West Local Government Area of Delta State, Nigeria**

The Amaseikumor festival is a revered heritage 7-day festival celebrated annually by the Ijaws in Gbaramatu Kingdom, Warri South West Local Government Area of Delta State, Nigeria. Amaseikumor, an Ijaw word, means "do not pollute the land”. Amaseikumor festival can be traced back to about 14AD. Ijaw ancestors have a covenant of truth (Izon-Gesi). This covenant is regularly reaffirmed with the Amaseikumor festival, which emphasizes the confession of sin, eradication of negative behaviours and commitment to righteous living.

The Ijaw people are the bearers and practitioners of Amaseikumor festival. The priestess of Ogonobosiam leads the women to participate in Olomobere feast and worship Olomobere goddess which is believed to bless women in their endeavours and grant them the fruit of the womb. The Women and Men participate in processions and rituals, while the youths often set up the festival grounds and participate in dances and games. The Chief Priest leads the prayers and rituals of cleansing where children are allowed to observe. The elders teach the younger generation about the significance of the festival and the traditions to uphold.

Those to partake in the festival usually dressed in white regalia are forbidden from engaging in certain acts that are considered spiritually defiling such as abstaining from sex two days to the festival and throughout the period of the festival.

The festival kicks off on day-one through day-three with a purification ceremony and dedication to the spiritual protection of the community. This is followed by Ibolomobo-ere, a salutation to Woyein the Supreme Creator, while the fifth day witnesses the Amaseikumor divinity as the final cleansing ceremony that will guide and protect the community for the year and beyond. The grand finale on the 7th day is a celebration that brings the community and visitors together witnessing activities including masquerade, dances and contests featuring children, women and men.

The Amaseikumor festival is taught via Oral Tradition including storytelling, songs, and chants. Apprenticeship is also a transmission aid by learning dance, music, and craftsmanship from experienced performers. A key aspect is the community participation where everybody regardless of age or gender is actively involvement in the festival activities.

Cultural institutions such as community centres, cultural groups, and traditional councils play a vital role in the transmission of knowledge and skills related to the festival. Additionally, there is a modern transmission methodology by including festival knowledge in school curriculum, transmission through social media platforms, and written publications.