

# PRESS RELEASE

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ST. ROCH MARKET



## NEW ORLEANS INVITES ARTISTS TO CREATE RECYCLED ART

**(NEW ORLEANS, LA.)** The Recycle Challenge's mission is to create an art platform that showcases and encourages people, young and old, to see what's possible through recycling and repurposing unwanted material into final works. The art is displayed, worn, and discussed through activities and performances. Since 2018, recycle artist & founder Madera E. Rogers-Henry, who spearheads the recycling initiative, was in the classroom with twenty-plus students from Light Christian Academy in the Lower Ninth Ward. Training in photography, journalism, and art was made possible through a small grant from **Youth Service America with Tapestry Collection by Hilton** to **Whose Magazine? A Youth Publication aka Literacy Project International**. The introduction exposed students to the principles of recycling. What happened proved to be successful. Youth have completed an impressive art collection solely from 100% recycled, repurposed trash over the year. The end products range from over ten life-sized to miniature cardboard guitars, twenty-plus paper houses, thirty earth pins, and the start of one wearable paper dress.



In 2019, over one-hundred youth, community leaders as former Councilwoman Cyndi Nyguen, local poets, and parents attended the Earth Day celebration featuring vegan chefs, youth performances, and an art show featuring the recycled art of students. Even though The Recycle Challenge has not returned to the classroom. For 2019, through a grant awarded to **Chic Nouvelle Model & Talent Management**, online training began that provided stipends for students to craft paper dresses from **Ya' Heard Me & TANDEM ED** grant. Whose Magazine? A Youth Publication aka The Literacy Project International awarded **Sasha Woods** (Benjamin Franklin High School), who continues with the program. Along with **Hailey Hayes & Rose Augustine** (Light Christian Academy) have completed their involvement. Youth artists learned script writing, conducted rehearsals, and were assigned to complete paper dresses, all online.



For Earth Day 2022, other youths and adult artists partner with New Orleans' Black Pearl Marketplace to create a global initiative. An eco-business alliance has been formed between New Orleans **St. Roch Market, Dr. Kendra Andrus of HEALTH N.U.T.T. System, Mike's Hardware, and The McCormick Family**. In addition to adult artists such as **Russell Robinson** (folk artist), and **Reuben Craddock** (designer). The aim over two years introduces performers and adult artists while focusing on recycling for sustainability, as an educational platform, and as a viable economic engine for all people, young and elderly. Through our partnerships, we plan events and create recycled art and wearable costumes while reducing waste.



In association with **Great AudacityStudio**, and the **Milliners Association of Nigeria**, with three-hundred strong members. THE RECYCLE PROJECT'S - CHALLENGE, asks each participant to commit to completing an assignment, or challenge that centers around recycling and repurposing waste material into a final finish product, all the while, reducing waste and refuse, a noble and indelible cause for an alliance.

**The Milliners Association of Nigeria** will be introduced through a *Cast Your Vote Contest* and online auction of wearable hats solely from recycled paper and waste materials. THE RECYCLE CHALLENGE is an idea whose time has come, establishing a line of communication, a conduit for information, products, and services as a vigorous and powerful alliance. Sustainability is the foundation of the bridge, starting with Nigeria and expanding to other world communities such as **Germany** (a boat by artist **Taylor le melie** of recycled materials), **Florida** (burlesque performing artist) **Tymisha Harris** creates an evening as Josephine Baker with recycled costume from plastics is sponsored by **1st Lady Lingerie**), **Mali** (**Fatou Doumbia** introduce women farmers who've repurposed unwanted soil into a garden) to Poetry Repurposed & Refueled sponsored by **A Symphony of Sound** with poetry & discussion with **Colorado** (praise poet **Linda C. Shaw** and **special guest: Bruce George** of Founder of the Genus is Common™ Movement, Co-Founder of Def Poetry Jam on HBO, Activist, Entrepreneur, these are a few of #TheRecycleChallenge stories that w will be introduced.

The global pandemic has decreased and slowed economic activity; the entrepreneurial spirit is very much alive and ready to seize opportunities to overcome setbacks.

From New Orleans to Nigeria and markets in between... all parties have recognized "THE TIME" has arrived.

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## KICK-OFF EVENTS Schedule

### **NIGERIA's Cast Your Vote Online Begins. Selecting ten of your favorite hats**

- February 25th - 26th, 2022 - Online Voting
- End date February 26, 2022 / 12 midnight Central Standard Time
- Ten votes per day per person, no limit on families

### **Ten Winners Announced: MARCH 1, 2022**

- Visit [www.the-recycle-challenge.com](http://www.the-recycle-challenge.com) or [www.BlackPearlMarketPlace.com](http://www.BlackPearlMarketPlace.com)  
See heading [www.The-recycle-challenge.com](http://www.The-recycle-challenge.com)

### **PEOPLES CHOICE - MARCH 7, 2022**

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### **Earth Day Celebration April 22nd, 2022**

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### **New Orleans Kick-Off Press Conference**

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#### **St. Roch's Market- New Orleans**

- 5:00 pm DJ with Vendors
- 7:00 pm - 7:20 pm **Sponsored by College Academy**
  - **Whose Magazine? A Youth Publication** - Spokesperson
  - Introduce Sunflower Paper Dress Queen with Flower Children
  - Introduce The Church Dress with Queen
- 8:00 pm - 10:00 pm Performers for outdoor concert TBA

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## KICK-OFF EVENTS Schedule

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### Earth Day Celebration April 23rd, 2022

Events require either email registration or purchasing a subscription. Check on the website on February 28, 2022.

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### New Orleans Kick-Off

#### Press Conference (Virtual & St. Roch's Market- New Orleans)

- 5:00 pm Vendors
  - 7:00 pm - 7:20pm
    - Introduce to Paper Dress with Queen & performances
    - 10 Featured hats from Nigeria (Milliners Association of Nigeria)
  - 8:00 pm - 10:00 pm Performers for outdoor concert TBA
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### Earth Day Celebration April 23rd, 2022

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#### ONLINE PRESENTATIONS Zoom & YouTube (additional events to be added)

- 8:00 am - 10:00 am CST Artist: Taylor in Germany - Building A Boat
- 9:30 am -10:30 am CST The Milliners Association of Nigeria
- 11 am - 12NOON CST From Recycling, Repurposing to Sustainability /Panel (Colorado, New York, Tanzania & New Orleans)
- 8 pm-10 pm MST Host:**(Colorado) Poet & Host: Linda C. Shaw /**  
Guest: **(New York) Bruce George**, Founder of the Genius is Common™ Movement, Co-Founder of Def Poetry Jam on HBO, Activist, Entrepreneur  
Poetry Recycled and Refueled
- 11 pm - Midnight **(Florida) Josephine Baker 45min show /Interpretation Tymisha Harris**

### Nigerian Paper Hat Auction (Virtual)

#### April 22nd (8 am CST) and ends (12 midnight CST) April 23rd, 2022

- To register visit, [www.the-recycle-challenge.com](http://www.the-recycle-challenge.com)  
or [www.BlackPearlMarketlace.com](http://www.BlackPearlMarketlace.com)  
See heading [www.The-recycle-challenge.com](http://www.The-recycle-challenge.com)

More events & speakers are being added to the overall schedule. Look for the final schedule and ticket information by February 28, 2022. Monies raised will go towards raising funds for the 2023 festival and parade. A portion will be donated to **Whose Magazine? A Youth Publication** and **Canada's Ise Annu.**