

PRESS RELEASE

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NIGERIAN MILLINERS CREATES FOR NEW ORLEANS, LA

(NEW ORLEANS) A business alliance has been structured between the MILLINERS ASSOCIATION of NIGERIA (M.A.N.), three-hundred strong, with BLACK PEARL MARKETPLACE of New Orleans, LA.

What is the common denominator, between this huge and vibrant economic African nation, according to the report of the 2018 World Economic Forum, and the city of New Orleans' Black Pearl Marketplace? **RECYCLING!**

Nigeria is estimated to discharge 200,000 tons of plastic waste into the ocean annually and the projection is 523,000 tons, by the end of 2022.

THE RECYCLE CHALLENGE, as the alliance has come to be known, spearheaded by founder of Black Pearl Marketplace, Madera E. Rogers-Henry, focuses on recycling for sustainability, as an educational platform, as well as, a viable economic engine for all people, young and elderly. Each participant commits to completing an assignment, 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 Nigerian Milliners and Black Pearl Marketplace will create wearable hats solely from recycled paper and waste material, completing "THE RECYCLE CHALLENGE." For many milliners, it's a first, recycling on this level, while making their environment and nation a beautiful sight to behold, Each becomes a caretaker of the earth, in their own special way.

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 for the bridge, starting with Nigeria and expanding to other world communities. Currently, the global pandemic has decreased and slowed economic activity, especially in Nigeria, where the entrepreneurial spirit is very much alive and ready to seize opportunities to overcome setbacks.

Folake Oladpupo Okunaiya, Founder of the Milliners Association of Nigeria comments, "We believe as a group we can achieve more incredible things together than working alone in our separate spaces. Through #TheRecycleChallenge, our passion for the craft and creativity inspires us to want to create more beautiful things."

The recycling artist and founder... both parties have recognized "**THE TIME**" has arrived.

NIGERIAN: THE RECYCLE CHALLENGE

KICK-OFF Schedule

Designer's Promotions Social Media- February 1st, 2022 to February 24th, 2022

- Instagram/Facebook and other Social Media Platforms
- Follow Facebook/Twitter: #TheRecycleChallenge
- Join our mailing list visit www.BlackPearlMarketPlace.com See heading
www.The-recycle-challenge.com

Online Voting 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 Winner's Announced: February 27th, 2022

- Visit www.BlackPearlMarketPlace.com
See heading www.The-recycle-challenge.com

Earth Day Celebration April 22nd & 23rd, 2022

New Orleans Kick-Off Press Conference

- *7:00 pm - 7:20pm Central Standard Time*
- *Introduce Paper Dresses & Paper Hats from Lagos*
- *Queens will be wearing paper dresses and selected paper hats*

Online Auction

- 8:00 am on April 22nd and ends 12 midnight April 23rd, 2022
- Visit www.BlackPearlMarketPlace.com
See heading 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 Canada's Ise Annu.