



FOR IMMEDIATE RELEASE

April 15, 2023

HOW TO GET FREE PASSES TO THE RECYCLE CHALLENGE

New Orleans, La.— At last year’s THE RECYCLE CHALLENGE located at St. Roch Market in New Orleans. Attendees had various ways to participate. Some attendees provided cash donations at the door, while others took advantage of accepting a community recycling challenge. That challenge? Attendees who arrived with bags, and boxes of unwanted glass jars and or bottles received “free” admission.

The 2nd Annual 2023, festival features a hybrid experience of “live streaming”, or Zoom experience for the six-nightly events for youth, families, and adults alike. TRCPF aims to blend music, culture, community, and historical connections while addressing key global issues, such as pollution.

SATURDAY, APRIL 22, 2023 VIP GATED AREA - KENDRA LYNN HEALTHNUTT SYSTEM

(1:15 PM): SEMPORA

(5:30 PM): ROCK RAINE

(2:30 PM): BRYAN KEITH & ZYDECO LEGACY

(7 PM): FEATURED GUEST AME KORA

(4 PM): KARI JAY

(8 PM): VICTOR CAMPBELL & THE
IMMIGRANT FAMILY

PATIO AREA - CORE

INSIDE ST. ROCH MARKET

(4:30 PM-5:30 PM) JOSE CONDE

(2 PM-2:30 PM) LOLA JEAN DARLING

(3 PM-3:30 PM) AUTHOR DAVID

(3:30 PM-4 PM) TAYLOR MRO

(6:30 PM-7 PM) EMERALD TRIO

The Recycle Challenge has received funding from a grant provided by Gulf South 4 New Green (GS4NGD), with the fiscal agent for the non-profit is Collaborative Community Initiative (CCI). Sponsors are **TRiWater** the only black-owned covered, natural spring in the entire state of Georgia that produces a natural Alkaline rating of 7.4pH. Harriet & Lucy LLC is a 100% woman-owned company is based in New Orleans.

Sponsors: **KENDRA LYNN's HEALTHNUTT SYSTEM, CORE New Orleans, JAMNOLA, PONTILLY COFFEE, and Harrold's Indoor Outdoor Plants.**

Other sponsors include Glass Half Full, JAMNOLA, djimi-djama, VENDORZS, along with Location Partners (New Orleans) Hotel Peter & Paul, St. Roch Market, AllWays Lounge & Cabaret, and Beanlandia with (Lagos, Nigeria) La Mango Restaurant.

Build Team & Resources Partners (New Orleans) **Louisiana Just Recovery Network, The Green Project, Habitat For Humanity - RESTORE, Virage & Community Workshop Nola (CWN), and Dykes With Drills.**

Performance Coordinators; **Circus Elevated (Colorado) and Romone Edwards & Breaks In The Simulation (New Orleans).**

Media Partners Gambit, Where Ya' At Magazine, and Whose Magazine? A Youth Publication.

1- DAY Passes and Ala Carte Tickets are 50% off when locals recycle! Starting April 18, 2023, to the 22nd of April. Attendees planning to donate recycling should review the schedule of events. Arriving one hour before a scheduled show is suggested.

Media Contact: Madera E. Rogers-Henry | therecyclechallenge1@gmail.com | <https://www.the-recycle-challenge.com>

(2PM-2:30PM 2:00-2:30 pm	Lola Darling (head shoot)
3:00-3:30pm	Author David Mahood
3:30-4:00pm	Taylor Mroski S https://www.instagram.com/taylormroski/olo

INSIDE ST. ROCH MARKET

Last year about 10% were online attended for free, while 10% of festivalgoers got into the festival for free compared to 80% donated at the door supporting one local and one international nonprofit.

This year will be no exception. Here's how you can get in at no charge or at a discount rate to the Recycle Challenge Parade and Festival.

DROP OFF RECYCLING & CRAFTING STATION - BOX OFFICE SCHEDULE

To purchase tickets - BOX Office (inside St. Roch Market) The hours are subject to change.

April 17th - April 20, 2023 - from 10 am to 6 pm

April 21, 2023 - 10 am - 4 pm Inside

5 pm - 10 pm outside vendor stall

Half-priced tickets will not honor the 50% off of shared ticket sales.

STAGE UPDATES

Look for a video to arrive in the next day to review the area that musicians will be playing.

TICKET DISCOUNTS

As of today- there will be 50% off tickets available for your show ticket:

a) at the gate at the latest 45 minutes before each show, or

Note that general admission doesn't include featured shows or reserved seats for evening headliners at The Street Stage.

June 23: Everyone who arrives between 3 pm to 4:30 pm and donates unwanted glass, plastic, or fibers that will assist in funding Whose Magazine? A Youth Publication will get in free. And anyone who makes a \$10 or more donation at whosemagazine.org/the-recycle-challenge through April 1st, 2023 will receive an offer code for free admission that can be redeemed between noon and 3 p.m. June 23.

June 24: Everyone arriving between noon and 3 p.m. will get in free for Lou Malnati's Children's Fest Day. Bonus deals: Select vendors will offer food and beverage discounts.

The Recycle Challenge Parade and Festival (TRCPF), in its second year "the small festival with a big heart" is scheduled from April 18th to 23rd, 2023, with nightly events and a Saturday day festival. The Earth Day Celebration will be showcasing the best of emerging musicians to seasoned pros playing on April 22, 2023, from 1:00 pm to 10:00 pm. Three areas within the St. Roch Market area: inside the market, the patio features discussions and live performances, and the HEALTHNUTT SYSTEM main stage, set up on the closed street of St. Roch Street at St. Claude Avenue.

Headliner for the main stage is world-renown griot (African storyteller) and kora player, Amadou Fall, better known as Ame Kora from Senegal, West Africa. Ame comes from a family of musicians; his father, Mamadou Fall was a guitarist who played with several well-known Senegalese musicians one being Baba Maal. Ame Kora's magical sounds are best known for the musical soundtrack to the blockbuster movie "Black Panther". For 20 years now, he has performed with various artists such as Baba Maal, Fatou Lowbe, Ibrahim Ba, Djembe Rhythm and Irene Tassambendo, and many more known African and world musicians. His performance with THE RECYCLE CHALLENGE is Saturday, April 22nd, 2023 - Earth Day from 7:00 pm to 7:45 pm. Ala Carte Tickets can be purchased for \$30.00 through the sponsor, Passage Ticketbrokers at www.gopassage.com.

Since its conception, The Recycle Challenge, for example, has redirected over 20,000 sheets of newspaper from landfills. The repurposed items of unwanted trash are being hand-crafted by volunteers and krewe members who transform them into costumes such as gowns, suits, hats, dresses, and more! As a multinational initiative encouraging folks to participate in community challenges and develop art from recycled materials. The six-nightly events and one-day festival will showcase music, recycling stations & art, local vendors, speakers, and youth activities. TRCPF aims to blend culture, community, and historical connections while addressing key global issues, such as pollution.

HEALTHNUTT SYSTEM MAIN STAGE- A LA CARTE TICKETS

• SAT. 4/22/2023 (1:15 PM): ROCKY RAINE
• SAT. 4/22/2023 (2:30 PM): BRYAN KEITH & ZYDECO LEGACY
• SAT. 4/22/2023 (4 PM): KARI JAY
• SAT. 4/22/2023 (5:30 PM): FNGI
• SAT. 4/22/2023 (7 PM): FEATURED GUEST AME KORA
• SAT. 4/22/2023 (8 PM): VICTOR CAMPBELL & THE IMMIGRANTS
• SAT. 4/22/2023 (9 PM): ZAHRIA SIMS COLLECTIVE

Local festival, goers gain “free” entrance by bringing glass, plastic, and aluminum to recycling stations, while vendors are required to use paperless receipts and minimize waste by repurposing used customer packaging. Festivalgoers who purchase or receive a VIP Pass or Ala Carte Ticket will be granted access to “free” events during the weekend festival. Donations at the door is accepted.

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A detailed breakdown of VIP & Ala Carte Tickets can be found on **PASSAGE.**

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