

Contact: Black Pearl MarketPlace
 Tele: (347) 735-1257
 Email:BlackPearlMarketPlace@gmail.com
 Date: March 26, 2022

PRESS RELEASE

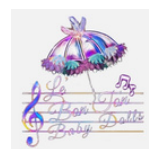
(New Orleans, La.) On Earth Day, April 22nd, and 23rd, 2022 #THERECYCLECHALLENGE will host a **KICK-OFF Press Conference** at St. Roch Market, located at 2831 St. Claude Avenue in the historic Marigny neighborhood. This recycle party is a fundraiser for **Literacy Project International AKA Whose Magazine? A Youth Publication** along with Canada's **Ise Aanu**. As a community outreach event, over two days an informal walking parade featuring two queens, ten Rose Princesses, and twenty-four paper hats, handcrafted especially for this event, from the Milliner's Association of Nigeria. This celebration bridges our global partners as far as Nigeria, Germany, Colorado, New York to New Orleans. As a community, art bridges recycling, repurposing while reducing trash. Our aim is to engage the human senses - feeding the heart, mind, and soul. It acknowledges the world of activism, sustainability, recycling, and art. The focus - how art can solve issues around the environment, social justice, and reducing trash pollution.

The New Orleans Recycle Challenge's goal is to demonstrate a new model for cleaner, greener, safer, and socially conscious events that stimulate our senses even as they challenge our perceptions. As we turn trash into art, we will also turn art into social consciousness. The Challenge for New Orleans is to encourage attendees to bring unwanted wine bottles, jars and etc., to the event. Those accepting the challenge will receive "free" admission. The close street event is a pedestrian-friendly experience featuring appearances by The Bon Tone Baby Dolls, children drummers, musical acts, and more - all under the open skies.

Highlights:

The two-day event draws attention to trash and pollution reduction through recycling and repurposing "waste" into wearable dresses, hats, and headband crowns for 4 - 10-year-old girls who will be introduced into the community along with their parents. In addition

- * Prime Co-Sponsor
- * Twenty Pop Up Vendors
- * One live musical performers
- * Virtual presentation features international artists who have incorporated green and sustainable practices into their finished works of art.
- * An outdoor location that supports and/or demonstrates a commitment to sustainability
- * The growing awareness of the potential viability and beauty of sustainability
- * On-Site glass recycling bins from Half Full Glass Nola



KICK-OFF EVENTS Schedule

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.

Schedules are subject to change.

NIGERIAN MILLINERS ASSOCIATION ONLINE AUCTION

Thursday, April 21, 2022 - Sunday, April 24, 2022

Earth Day Celebration Friday, April 22nd, 2022

On-site: Drop Off - Recycle bins for paper, glass (& limited electronics)

PRESS CONFERENCE

St. Roch's Market- New Orleans (Times and events are subject to change)

- **4:30 pm - 5:00 pm Entrance w/ Recycle Glass**

- 5:00 pm Door Open
- 5:00 pm - 7:00 pm DJ TBA
- 7:00 pm **Bike Group**

Sponsored by Eating Clean with Rah and beverages by **Wishing Wellness**

(Desserts & More Tastings sponsored by **EATING CLEAN WITH RAH**)

- 7:00 pm - 7:20 pm **PRESS CONFERENCE** *Sponsored by Children's College of Academics International Academy,*
 - **children drummers,**
 - **entrance to Queen Dr. Kendra Andrus of the SunFlower Queen & ten rose princesses wearing paper dresses and crowns (Milliners Association of Nigeria)**
 - **Young princesses' rites of passage to community**
 - **Whose Magazine? A Youth Publication - Spokesperson(s)**
- 8:00 pm - 9:30 pm Performers for patio concert TBA

Earth Day Celebration Saturday, April 23rd, 2022

On-site: Drop Off - Recycle bins for paper, glass (& limited electronics)

Events require either email registration or purchasing a subscription.

New Orleans Kick-Off (Times and events are subject to change)

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

- 1:00 pm - 5:00 pm Prime Vendors
- 1:00 pm - 2:00 pm Bike Riding & Tasting sponsored by **HEALTH N.U.T.T. System** and beverages by **Wising Wellness**
- 5:00 pm **DJ Juane Jordan**
- 7:00 pm - 7:45 pm **Press Conference** Sponsored by
 - **Stilt walkers,**
 - entrance *from Queen Mariah Casmier* of Thee Church Dress,
 - **Chic Nouvelle Model & Talent Management** -models wearing hats from Milliners Association of Nigeria
- 8:00 pm - 10:00 pm Performers for outdoor concert TBA