



FOR IMMEDIATE RELEASE

November 4, 2022

## **New Orleans Recycling and Culture Festival Returns for a Second Year**

New Orleans, La.—The second annual Recycle Challenge Parade and Festival (TRCPF), a multinational initiative encouraging folks to participate in community challenges and develop art from recycled materials, will be returning to New Orleans this year starting on April 18. Kicking off Earth Day weekend, this [six-day event](#) hosted at St. Roch Market will showcase local artists, food, and music. TRCPF aims to blend culture, community, and historical connections while addressing key global issues, such as pollution.

Attendees will 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 any one Ala Cart Ticket will be granted “free” entrance to the weekend festival. Donations are the door is accepted..

With a goal of raising funds for organizations like “Whose Magazine? A Youth Publication”, an international youth publication that connects children to programs that develop their critical thinking, writing, and cultural literacy, TRCPF’s organizers are hopeful for as many local and global participation as possible.

TRCPF is currently seeking sponsorships for the recycling-themed festival, youth and adult performers, and krewe members for its “Smart Art of Trash Parade,” which will feature wearable art in the form of paper dresses, gowns, suits, and more.

“Our group has introduced an effective way to showcase a circular economy model,” said event organizer, Madera E. Rogers-Henry. “We have generated opportunities for youth and adults to learn how to build new products by extending their life value for as long as possible. Let’s take this recycling theme further and invigorate the spirits and self-esteem of our participants.”

The fiscal agent for the non-profit is Collaborative Community Initiative (CCI), along with sponsors for this year’s event include Location Partners (*New Orleans*) **St. Roch Market, AllWays Lounge & Cabaret, Beanlandia, (Lagos, Nigeria) La Mango Restaurant.**

Community Partners (*New Orleans, La*) **CORE, Bijoux de Delone, designer & recycle artist Rueben Craddock, Dreamer’s Touch, Mike’s Hardware, Freddie Marshall Foundation, Glass Half Full Nola, Chic Nouvelle Model & Talent Management, Ultropolis LLC, DJ Juane Jordan, and Genius Is Common (New York), Raven Speaks Performance Artist, Symphony of Sound LLC, official photographer, Bernard Grant, (Denver, Colorado), fTymisha Harris - Josphine -The Play (Fort Lauderdale, Florida) and (Lagos, Nigeria) The Milliners Association of Nigeria, upcycle & eco-conscious caretaker, artist John Edom, and Great Audacity Studio (public relations).**

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Sponsors: **Health NUTT SYSTEM** (New Orleans), **djimi-djama** (Mali), and **VENDORZS** (Texas).

Community Asset Partners: **Community Workshop Nola, Dykes Wih Drills, Fngi, Kut UpKrewe/Skate Exclusive skating instructors, and Balthazar Electriks** (New Orleans, La.), **Elevated Circus** (Denver, Colorado), **StudioVisceral** (Atlanta, Ga.) **Media Partners Gambit, Where Ya' At Magazine, and Whose Magazine? A Youth Publication.**

While the primary location of the event is at St. Roch Market, it will extend to businesses in surrounding neighborhoods, streets, and parking lots as well. Moreover, in an effort to make this event accessible to everyone, no one will be refused to attend the nightly events & the festival will also be live-streamed online.

Saturday, April 22, and Sunday, April 23 will be the event's most lively days. Saturday's schedule is from 1 p.m. to 10 p.m. while Sunday's is from 5 p.m. to 10 p.m. A detailed breakdown of all scheduled events and more updated information can be found on the event [website](#).

On November 23, 2022, Ala Carte Tickets will be released: Kick-Off **"GET OUT YOUR TRASH"** **Second line Community Trash Pick Up, Josephine -The Play, THE FOOD TOURS & REVIEW, and SMART ART OF TRASH PARADE.** Other tickets will be released in January 2023. All tickets can be purchased through Redzy, Eventbrite, Allevant and on TRCPF website.

The organizers of TRCPF have been leading events of this nature since 2018. After receiving several monetary grants to put their activism work, they were able to attract nearly 300 attendees for their first two-day TRCPF event in 2022. This event featured an online & in-person experience with performers, music, and queens wearing paper dresses.

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