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PRESS RELEASE

(New Orleans, La.) On Earth Day, April 22nd, and 23rd, 2022 #THERECYCLECHALLENGE will host a **KICK-OFF Press Conference** at the historic St. Roch Market, located at 2831 St. Claude Avenue in the 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 water, wine, beer bottles, jars and etc., to the event. Those accepting the challenge 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

