



**FOR IMMEDIATE RELEASE**

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## **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.

On the day of festival, 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 or receive a VIP Pass or Ala Cart Ticket will be granted access to “free” events during 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 hand made throws to 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 **TRiWater** our Anchor Sponsor is 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

Recycling Partners: More recycling partners are being confirmed to provide a full service experience for attendees. We are proud to announce Glass Half Full will provide a glass recycling aspect for the second year.

One of our Parade Sponsor is JAMNOLA, along with Location Partners (*New Orleans*) **St. Roch Market, AllWays Lounge & Cabaret, Beanlandia and Grow On Urban Farms** with (*Lagos, Nigeria*) **La Mango Restaurant**.

Build Team & Resources Partners (New Orleans) **Pontilly Coffee, CORE, Habitat For Humanity - RESTORE, Virage & AGILE Learning Center, Community Workshop Nola (CWN), and Dykes With Drills.**

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

Community Partners (New Orleans, La) **Bijoux de Delone, designer & recycle artists Carnell Jackson & Reuben Craddock, Dreamer's Touch, Chic Nouvelle Model & Talent Management, Ultropolis LLC, and Genius Is Common (New York), Raven Speaks Performance Artist, Symphony of Sound LLC, official photographer, Bernard Grant, (Denver, Colorado),**

**Tymisha 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).**

Community Asset Partners: **Kut UpKrewe/Skate Exclusive skating instructors, and Balthazar Electriks (New Orleans, La.), 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.

From April 18th to the 23rd, 2023, there's three days that are the liveliest - Friday, April 21st to Sunday, April 23, 2023. Saturday's schedule is from 1 p.m. to 10 p.m. ,while Friday and Sunday's schedule 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](#). Ticket Sponsor is **PASSAGE is our partner. Ticket sales begin February 5, 2023.**

The organizers of TRCPF have been leading events of this nature since 2018. After receiving several monetary grants from Chic Nouvelle Model & Talent Management , that attracted nearly 200 attendees for TRCPF event in 2022. This event featured a virtual & in-person experience with performers, music, and queens wearing paper dresses.

**Media Contact: Madera E. Rogers-Henry | [therecyclechallenge1@gmail.com](mailto:therecyclechallenge1@gmail.com) | <https://www.the-recycle-challenge.com>**

