

## FOR IMMEDIATE RELEASE

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Recycle Challenge

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### **Celebrate Sustainability and Community Connection at the Recycle Challenge Parade and Festival: "Connecting Us 2 Trash"**

(New Orleans, LA.) – April 4, 2025 – This month, we invite the community to join us for The Recycle Challenge Parade and Festival, themed **“Connecting Us 2 Trash,”** a month-long celebration dedicated to environmental sustainability, creativity, and community engagement. Kicking off on March 31, 2025, and culminating in a walking parade throughout the French Quarter & ending in the Faubourg neighborhood on April 30, 2025, this initiative aims to raise awareness about the importance of recycling and inspire individuals to take action as we unite for a greener future.

**Admission:** Most events and salons are free to the general public, but an RSVP is required in advance to secure your spot. To RSVP, participants are encouraged to sign up on the events page, and encouraged to bring bonus recyclables (e.g., old fabric, cardboard, magazines) to contribute to the workshop materials, fostering a sense of community and sustainability. However, Artist’s Workshops and our Signature Event **“You’re Bad Efforts Recycle Show & Variety Show & Buffet”** is a fund-raiser for our nonprofit that features a per-person fee associated with each Friday night event.

- Pricing: \$100.00 to \$250.00

Fees vary based on the focus and duration of each workshop, with affordable options designed to cater to different skill levels while helping to sustain the workshops.

## Event Highlights:

- **Volunteer Experiences:** From April 15 - May 5, 2025, we invite you to participate in two rewarding Volunteer Experiences:

1. Welcome Home Farm: Get involved in gardening activities as weeding, planting, and helping to build a community installation greenhouse.
2. The Faubourg House: Join us in crafting various items for our upcoming productions.

These volunteer activities are a fantastic way to connect with the community while making a positive impact on our environment!

- **Kickoff Event Featuring Local and National Artists:** We are excited to showcase over 10 talented local and national artists throughout the festival. Notably, Atlanta's Jasmine Agape Pennywell will display her innovative collage fabric art work, and representatives from the Milliners Association of Nigeria will present beautifully repurposed hats made from recycled materials. This collaboration highlights how diverse cultures can unite through sustainability and creativity. The **"CONNECTING US 2 TRASH"** art exhibition begins with minimal information—a few artist names, some art titles lacking context, and varying prices—creating an incomplete narrative. However, this show illustrates each artist's connection to their free resource: discarded materials. Without identifying those who dispose of these objects, the exhibition will evolve each week, progressively linking the finished artworks back to the origins of where and how each work was created.

- **Weekly Salons: Sponsored by Dr. Kendra Andrus with HEALTHNUTT SYSTEM.** Throughout the month, we will host a series of salons introducing hands-on workshops focused on recycling, upcycling, and sustainable living. Topics include DIY crafts from recycled materials, composting, and zero-waste shopping tips. Another salon will be scheduled on the 24th of April-details to follow.
  - Intention Salon: On April 17, 2025, from 5 PM to 8 PM at the New Orleans Healing Center, we will host the Intention Salon, which will include our every other month clothing swap, health and beauty discussions, and hands-on activities like crocheting with plastic to craft costumes from trash. This will be a unique opportunity to connect with others while embracing sustainability.

### **Master Workshops Featuring Guest Artists**

Join us for a series of Master Workshops led by Locals and featured artist Jasmine Agape Pennywell and Lycia. These immersive workshops allow attendees to learn new skills as costume design, sewing, and collaging while incorporating fabric to recycled materials. A listing of artists will be released within the next week. These workshops are for smaller groups of 10 and will be structured over a one to two-day period of time. The workshops are scheduled between the middle to the end of the month. The price points are between \$100.00 to \$250.00 per person.

- **Signature Presentation - Your Bad Recycle Challenge Variety Show & Buffet:** Have a hilarious and eye-opening evening that celebrates the artistic side of recycling gone wrong! In this unique variety show, we invite you to witness a series of entertaining performances that humorously highlight our good and not-so-good habits around recycling. From comedic skits and quirky musical numbers, our talented performers will showcase the “bad” side of

recycling efforts, illustrating the importance of proper waste management while keeping the audience laughing.

- The show incorporates a communal buffet with a menu featuring Korean & Creole, along with an entertaining and educational vibe. Don't miss this creative celebration of recycling — where laughter and learning go hand in hand. The evening comes alive in our cozy French Quarter living room, where guests can indulge in the warm spirit of New Orleans hospitality. Experience an exciting array of drink samplings from new liquor and spirit brands, creating a vibrant atmosphere perfect for socializing and discovery. Starting on Friday, April 25, to May 9, 2025, from 10:00 PM to 1:00 AM. This fundraiser event has limited seating priced at \$100.00 per person.
- **Final Event Special Collaboration:** We are excited to announce a special collaboration with the College of Design at Iowa State University. Four interdisciplinary teams have been working on creating sound installations that incorporate recycled materials. Each team will determine a unique and meaningful way for a remote audience to engage with their pieces, creating an inclusive experience. As part of this collaboration, we invite the community to participate in a series of online presentations via Zoom. For the final presentation, each team will be facilitating the online exhibition of their artifact thereby, students share their progress! Meet the Iowa team presenting their sound installations. The below dates are for students to introduce each sound installation, for this free online experience.
  - Monday, April 21: 12 noon CST
  - Monday, April 21: 3:00 pm CST
  - Wednesday, April 23: 12 noon CST
  - Wednesday, April 23: 3:00 pm CST

The Zoom meeting below will be used for all 4 sessions listed above:

<https://iastate.zoom.us/j/94471760021?pwd=8RFqycWnEdpUjuOxiA2KZWenYBMyKb.1>

● **The Smart Art Of Trash Parade: Sponsored by Dr. Kendra Andrus with HEALTHNUTT SYSTEM.** Mark your calendars for April 30, 2025!

The highlight of the month will be the Recycle Challenge Walking Parade, featuring local musicians, and performers all celebrating our theme "Connecting Us." After the parade, enjoy a vibrant festive environment filled with celebration—all focused on environmental sustainability and fostering community bonds.

**Get Involved.**

We encourage everyone in the community to participate in The Recycle Challenge! Whether as individuals or teams, come join the myriad of activities throughout the month. Together, we can strengthen our connections and inspire positive change for our planet.

For more information about the Recycle Challenge Parade and Festival, including the complete schedule of events and registration details, please visit [www.therecyclechallenge.org/events](http://www.therecyclechallenge.org/events).

Join us in celebrating our commitment to sustainability and connection, and let's make recycling a communal endeavor! Together, we can make a difference.

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**About Our Organization:**

Madera E. Rogers-Henry is the primary artist, educator & founder of Literacy Project International, a nonprofit based in New Orleans, that develops educational programs emphasizing literacy awareness and real-world applications. The Recycle Challenge is a program that encourages individuals to recycle, repurpose, upcycle, and reduce waste from landfills.

**Follow us on social media:**

**INSTAGRAM:** @the1recyclechallenge

**For Media Inquiries, please contact:**

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