

BUSINESS DAY WEEKENDER

EDITION 175 | 13, JANUARY 2024

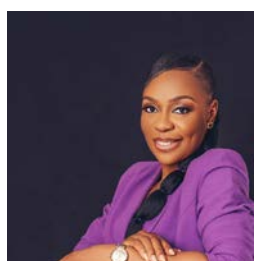


*7 unique
Nigerian
wonders*



SPORTS

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INTERVIEW

Topé Tinubu: Success secrets for event planners despite economic situation

BUSINESS DAY

COOKING UP BUSINESS

— CONFERENCE —

THEME

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into Profit

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SPEAKER



Dr. Ngozi Okonjo Iweala
Director General,
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PUBLISHED BY
BusinessDay Media Limited
The Brook, 6 Point Road, GRA,
Apapa, Lagos, Nigeria.
01-2799100
www.businessday.ng

LEGAL ADVISERS
The Law Union

BUSINESS DAY
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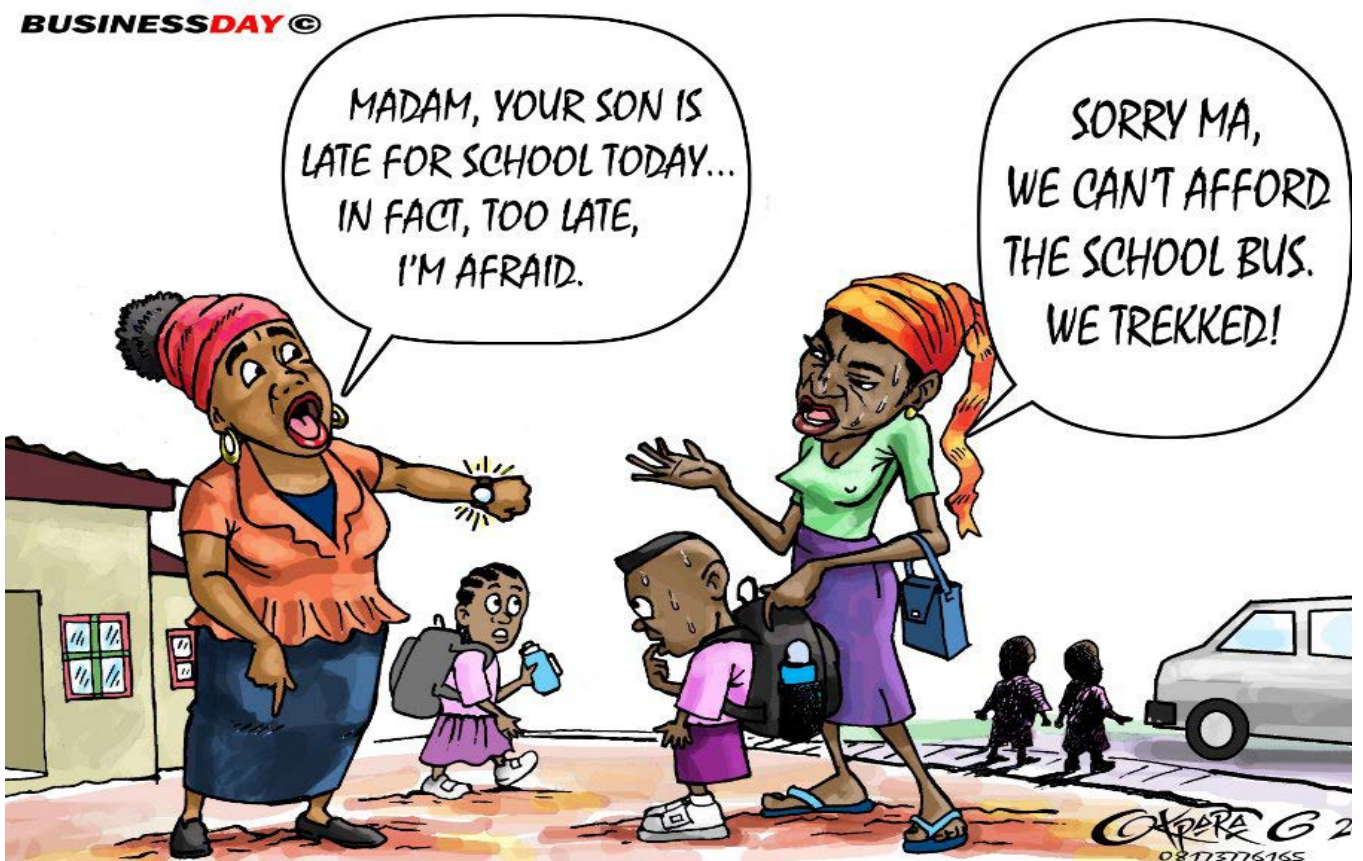
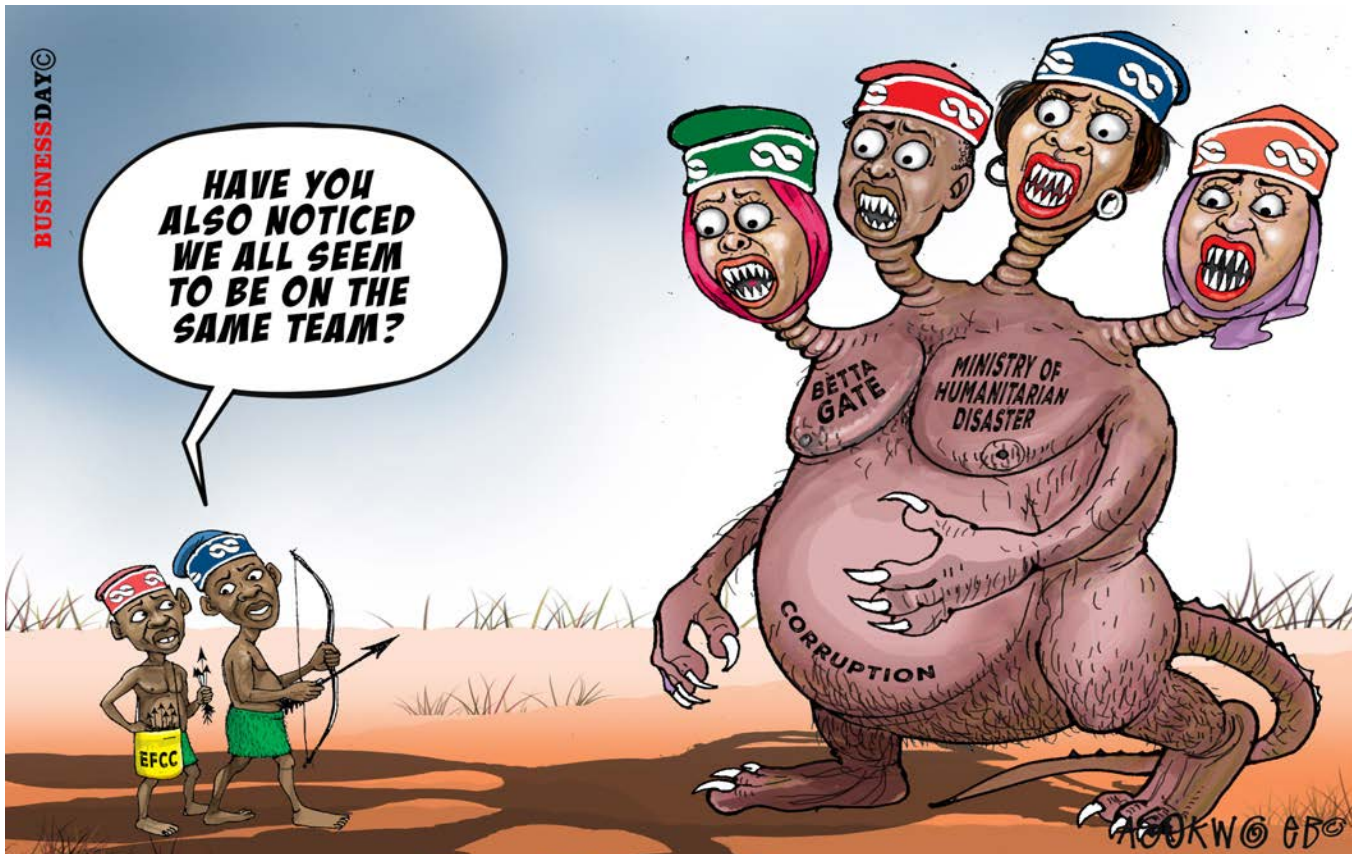
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TOPE TINUBU:

Success secrets for event planners despite economic situation

DAVID IJASEUN

In an engaging session with BD Weekender, Tope Tinubu, an author, and founder of White Orange Management, shared success secrets that makes the event planning industry one of the most recession-proof businesses in Nigeria.

A PRINCE2-certified project manager with a flair for Agile, Tope leverages her diverse background - from coordinating at Lagos Business School to orchestrating high-profile international events - to revolutionise event management.



What inspired you to transition from Program Coordination at Lagos Business School to founding White Orange Management?

I had a tremendous headstart with my career at the Lagos Business School which was called Pan African University back then in 2006 but now known as PanAtlantic University.

I was opportuned to understand the entire process of planning and coordination of conferences, trainings and all, well. I learnt about them the right way and fell in love with event management, planning and program coordination.

I was exposed to world class practices in program coordination and I knew that I will do the same for a very long time.

Interestingly, I delved into many other sectors like Insurance, IT, Edutech and Operations but I knew I'll go back to my 1st love which is Event Management.

How has your background in Project Management and Agile Methodologies shaped your approach to event planning?

My background in Project Management and Agile Methodologies has strengthened my ability to adapt, prioritize, and collaborate effectively. These skills seamlessly translate into event planning, allowing for flexibility, efficient organization, and a focus on delivering successful outcomes.

What key factors make event planning a recession-proof business?

In Nigeria, event planning emerges as a recession-proof business due to its intrinsic connection to cultural and social values. Regardless of economic downturns, celebrations like weddings remain deeply ingrained in our society.

The resilience of these cultural milestones ensures a consistent demand for event planning services. Even during lean times, people prioritise these life events, albeit possibly on a more intimate or scaled-down level.

Moreover, the diverse nature of events beyond weddings contributes to the industry's stability. From corporate gatherings to milestone birthdays, the need for professional event coordination persists. In essence, event planning in Nigeria thrives on the universal human desire for connection and celebration, making it a robust and recession-resistant business.

How have you incorporated technology to streamline high-profile event planning?

Incorporating technology and 'tech' techniques has been integral to streamlining high-profile event planning. Leveraging advanced event management software has allowed for seamless communication, efficient task management, and real-time collaboration among team members.

Additionally, embracing innovative event tech, such as utilizing AI tools that enhances the overall planning precision and guest experience.

By staying at the forefront of technological advancements, we've optimized processes, improved communication, and heightened the overall efficiency of high-profile event planning. This tech-savvy approach ensures that we not only meet but exceed the expectations of our clients in this dynamic and fast-paced industry.

So, if I could 'run' 50 kilometers per hour on my own as an event planner, 'tech' allows me to 'run' 80 kilometers per hour and be more efficient.

Can you share a particularly challenging event you managed and how you navigated those challenges?

In 2014, I was privileged to "Project Manage" and plan the NLI Fellows Program at the New haven Campus of Yale University, Connecticut, USA. This 5-day residential program was designed for outstanding talents. The Fellows category was a reward for past and present accomplishment.

It was the pioneer edition and the expectations were high. We had about 9 months to plan this successfully and that involved a lot of stakeholder relationships, virtual team management and liaison with the Yale University staff, reports to the management and board of the organization and many more back end steps. There was also the big element of curriculum development, which meant we had to ensure there was a balanced merger of the Nigerian experience and uniqueness in the sessions .

I had to be at the Yale University campus ahead of other attendees to ensure there were no gaps. It was indeed a herculean and rewarding task as it felt quite hectic mid way into the planning but the end goal kept me going and it was a success and birthed another edition. I received a commendation letter for this and it made the entire experience worth it.

How has the current inflation in Nigeria impacted the event planning industry, and what strategies do you employ to manage these economic challenges?

The current inflation in Nigeria has undeniably posed challenges for the event planning industry. Rising costs of essentials such as venue rentals, catering, and decorations have necessitated a strategic approach.

To manage these economic challenges, we have implemented meticulous budget planning and negotiation techniques, seeking cost-effective alternatives without compromising on quality. Additionally, fostering strong relationships with suppliers allows us to navigate price fluctuations more effectively.

Embracing digital solutions has also been instrumental in overcoming economic hurdles. Virtual consultations and online collaboration tools help reduce logistical costs while maintaining a high level of service. By staying agile, cost-conscious, and leveraging technology, we navigate the impact of inflation, ensuring our clients still receive exceptional event experiences despite economic constraints.

As an author, what prompted you to write "Becoming a Pro Event Planner - Secrets from a Project Manager"?

I wrote "Becoming a Pro Event Planner - Secrets from a Project Manager" because I wanted to help new event planners kick start their journey with the right tools and insights.

Drawing on my experience as a project manager and an event planner, I aimed to provide practical tips and secrets that simplify the complex world of event planning. The book serves as a guide to ensure aspiring event planners begin their career armed with knowledge, making the learning curve smoother and more enjoyable.





In Nigeria, event planning emerges as a recession-proof business due to its intrinsic connection to cultural and social values. Regardless of economic downturns, celebrations like weddings remain deeply ingrained in our society



What are the most significant trends you foresee in event planning, especially in a post-pandemic world?

In the post-pandemic landscape of event planning, a notable trend in Nigeria and globally is the continued integration of hybrid events.

This approach caters to both in-person and virtual attendees, ensuring inclusivity and adaptability. Moreover, sustainability practices are gaining prominence, with a growing emphasis on eco-friendly event elements and responsible sourcing. There are individuals and organizations who will insist on flowers for their decoration as against balloons.

Many people prefer e-copies of invitation letters, program leaflets to hard copy printed copies which is usually a waste after the event. Barcodes are now been embraced for various elements of events. These simple trends collectively reflect a dynamic shift in the industry, combining innovation, inclusivity, and sustainability for the evolving needs of event-goers.

How do you balance maintaining world-class best practices while catering to the unique needs of each client?

Every client is unique. Balancing world-class best practices with the unique needs of each client involves a tailored approach. By establishing a solid foundation rooted in industry standards, I ensure a consistent level of excellence. Simultaneously, I actively listen to and understand the distinct requirements of each client, adapting strategies and details to align with their vision. This personalized touch within the framework of established best practices ensures a harmonious blend, delivering exceptional results tailored to the individuality of each event. I am quite people centric so this makes this relatively easy for me.

Can you discuss the role of credible leadership in event planning and your experience as a Level 5 leader?

Having worked at the Nigerian Leadership Initiative for several years significantly shaped my commitment to credible leadership, a principle I seamlessly integrate into event planning.

In the realm of event coordination, credible leadership is pivotal for fostering trust, effective communication, and team synergy.

As a Level 5 leader, my focus on humility, unwavering resolve, and dedication to the success of both the team and the event has been instrumental. This leadership style not only ensures a cohesive planning process but also sets the tone for a positive and collaborative atmosphere, ultimately enhancing the overall success and credibility of the events I manage.

What advice would you give to aspiring event planners about starting their journey in this industry?

For aspiring event planners, I'd emphasise the importance of gaining hands-on experience through internships or entry-level positions to understand the intricacies of the industry. Networking is key; connect with seasoned professionals and attend industry events to broaden your knowledge and build relationships. Stay updated on emerging trends and technology to stay ahead in this dynamic field. Lastly, be adaptable, detail-oriented, and cultivate strong communication skills – qualities essential for successful event planning.

With the rise of virtual meeting platforms like Zoom and Google Meet, how has your approach to event planning evolved, and what opportunities do these platforms present for the industry?

The prevalence of virtual meeting platforms like Zoom and Google Meet has revolutionised my approach to event planning. It has expanded the scope of possibilities, allowing for hybrid events that seamlessly blend physical and virtual experiences. These platforms offer opportunities for increased accessibility, enabling a broader audience reach and fostering global participation.

Embracing these virtual platforms has not only adapted my strategies to the digital landscape but has also unlocked exciting possibilities for more dynamic and inclusive events in the industry.

The reach is easy and stressless and curbs the barriers of distance. I can speak to my clients in Dubai, London or New York without limitations and we can have detailed meetings pre - event.

As a professional manager, how do you see the future of event planning evolving in Nigeria and globally?

The future of event planning in Nigeria and globally is poised for dynamic evolution. In Nigeria, the blending of traditional and modern elements in events will likely continue, with a growing emphasis on cultural authenticity.

Virtual and hybrid events will become more prevalent, leveraging platforms like Zoom and social media for broader audience engagement. Additionally, sustainable practices will gain prominence, reflecting a global shift towards eco-friendly events.

The industry's future holds opportunities for innovation, from incorporating local artistry into event design to utilizing cutting-edge technology for immersive experiences. As Nigeria's event planning scene continues to flourish, embracing these trends will be crucial for staying at the forefront of the evolving landscape.

This will mean that event planners have to up their games conscientiously as the competition will become more and applied knowledge will be needed to stand out.

I have an online course that is poised at helping event planners stand out and secure high profile events. I encourage event planners to sign up for such, trusted trainings with track records and be intentional about growing their skills and knowledge.



Why Nigeria remains top in the African entertainment industry

- Mursty Adinoyi

IFEOMA OKEKE-KORIEOCHA



An Ace Producer and the creator of HitList N Cruzin, an entertainment programme on AIT, Mursty Adinoyi has said that for Nigeria to tell its stories perfectly, terrestrial television in the country must be strong and up doing as only they can tell Nigerian stories accurately. The talented producer, who also won four awards within a month, in what many have described as a harvest awards, said that the multiple honours were the hard work of what started 15 years ago. He spoke on other entertainment issues in this interview with a select journalists in Lagos. Excerpt..

HitList N Cruzin has been in the entertainment scene and still growing stronger in the industry. How did it all begin and when?

I was working with Africa Independent Television (AIT) we had this meeting with Auntie Tosin Dokpesi, the wife of the High Chief Raymond Dokpesi of blessed memories. At the meeting, the woman said something that we should come up with good marketable programmes that her husband was ready to give us air time. I came up with a cooking programme. But after a while, I thought that the best is not just to have a programme on TV but to be able to market it. That



meeting gave me the inspiration to come up with ideas. I later asked for transfer to Lagos with the hope that I am coming to start another programme HitList N Cruzin on my own. I give God all the glory that yes, we started it and Television Continental (TVC) happened to be the first TV station that gave us airtime before we began to expand to other stations and 15 years we are still with TVC .

It's good to dream, it's important to have the right associates. A tree cannot make a forest, my wife whom I often refer to as angel gave 100 percent in all for me, Adeola Amusat and Yinka Adebayo these men embraced this idea of unusual entertainment by celebrating Nigerians the way we do on HitList n Cruzin and make sure marketing is fine.

Are you impressed with the level the entertainment industry has risen to today?

I give kudos to terrestrial TV, to entertainment programmes that promote musicals. Let's not forget it all started from AIT. High Chief Raymond Dokpesi of blessed memory provided the airtime, both on Ray Power and on AIT for local content and several entertainment programmes from the station and many independent productions emerged, that gave rise to new generation of musicians began to strive. That initial investment is the result we are seeing today.

I am happy because this is the best everybody prays for. When it comes to entertainment in Africa, we are number one. And it can only get better and terrestrial TV need to keep doing more for Nigerian music.

Now let's go to the awards. You have harvested four awards in one months. What is the secret?

We pray for good wonders. I think this is one of it, a football player will be happy for hat-trick but this is more

than a hat-trick. We have four awards within a month. It's just God, i give Him all the glory, God is involved . Our weekly winners do pray for us I guess it's actually working. And don't forget, 15 years of consistency, dedication is not a child's play. I guess it's time for us to say, yes, people are actually happy with what we are doing. And again, this is not just a point where we say, oh, we have achieved anything. award is telling us, well done, you are doing well. So the best we need to do is keep getting better.

What are your advice and words of encouragement for entertainers and those in industry especially the youths in view of what's going on now?

Nigeria's future is in your hands. Have the fear of God, walk on your character because life has many opportunities for you and it is your character that will sustain such opportunities. Be good. Do unto others what you want them to do unto you. Respect your elders and be sincere in your business dealing and work hard. Be positive about Nigeria. It will get better. That's what I feel every youth should have in mind.

Open your mind for opportunities and when they come, take it and then don't let pride take you down. Be humble at all times and believe in positive things. Take negativity out of your life and be as good as you can. The future is in your hands. And Africa needs you, Nigeria needs you. focus on good things.

Pray like you are not working , work like you are not praying.

It can only get better.

One Room Reality Show:

Elevating business
visibility with exclusive
entrepreneurial invitation

CHIGOZIRIM ENYINNIA



In a bid to revolutionize business exposure, Sabistation has announced an exclusive invitation for entrepreneurs to participate in the groundbreaking series, One Room Reality Show.

Designed as a meticulously crafted Reality Show spanning across TV, Film, and Podcasts, One Room Reality aims to weave compelling narratives that entertain, educate, and inspire. Crucially, it serves as a strategic platform for participants to amplify their business presence and garner the desired attention.

The show, hosted by Ediale Kingsley, embraces a unique format featuring reality interview sessions with seven esteemed Business Owners. With widespread syndication across various social media platforms, One Room Reality targets an expansive audience, anticipating to captivate millions of viewers.

Strategically positioned as the go-to space for business owners seeking heightened visibility, viral exposure, and a carefully curated public image, One Room Reality is poised to make a lasting impact on the media landscape.

The interviews conducted during the show will be prominently featured in the top 10 Nigeria Newspapers, including esteemed publications

such as Guardian, Thisday, Sun, Business Day, Daily Times, Blue Print, Vanguard, The Nation, Leadership, and Naija Post.

One Room Reality stands as a flagship project of Sabistation, a media entity committed to providing a platform that transcends conventional boundaries.

Ediale Kingsley, Founder/CEO of Sabistation & Creator of Ediale Films, extended an invitation to entrepreneurs willing to seize this unparalleled opportunity to showcase their business on a national stage.

He said interested parties are encouraged to express their interest, and the Sabistation team will guide them through the process of becoming a participant in One Room Reality Show.

Sabistation says it is confident that this unique chance will amplify business visibility and create a lasting impact in the realm of business storytelling.

Former Majek Fashek backup singer, Jolass Court, releases debut single years later

ANTHONY UDUGBA





Jolass Ehinome Edemhanria-Court, professionally known as Jolass Court, once a prominent backup singer for the legendary Majek Fashek, has emerged from the shadows to unveil her debut single 'Epariwo'.

After spending years honing their craft and pursuing a career in the medical field as a doctor of Nursing Practitioner, Jolass Court is now ready to carve their own path in the gospel genre with a soulful and distinct sound. This release marks a significant moment in the artist's journey, showcasing a musical evolution that reflects both her faith and individual artistic expression.

In the Nigerian music ecosystem, the promotion of gospel music entails substantial financial investments which pose a formidable challenge for artists seeking to amplify their message and reach a wider audience. For Jolass, these were some of the setbacks that kept her from releasing a musical body of work much earlier in her career. She has called for more support for artists in the gospel genre to be able to reach a larger audience.

"As a Gospel artist, we rely on support to amplify our mission of spreading the gospel to a broader audience. The endeavor of creating music comes with significant expenses, and your support plays a crucial role in enabling us to continue sharing messages of

faith and inspiration. Each contribution not only fuels the production of impactful music but also contributes to the collective effort of reaching hearts and souls with the transformative power of gospel music."

Jolass Court hails from Esan in Edo State and studied Theater Arts at the University of Benin, Nigeria. She is also the Founder of 'Divine Touch Foundation' an NGO that is passionate about children's health and holistic wellbeing. A wife, mother of three young adult men and a Gammy (grandma).

'Epariwo' is produced by Skerz Official who produced popular christian songs such as Chinedum, Wonder, Hollow by Mercy chinwo, Yaweh By Chioma Jesus and other gospel hit songs. Mixed and mastered by Becky.

Jolass is officially signed under JB Entertainment International an artiste development, management, music promotion, marketing and PR company that has handled projects for Cece Winas, Jjhairston, Deitrick Haddon, Jekalyn Carr, Vashawnmitchell, Israel houghton, Darwin hobbs, Erica Campbell, Phil Thompson, Jason Nelson and other top gospel artists.

EPARIWO written, composed and arranged by Jolass court and Joseph Briggs Epariwo is available on all digital stores such as Amazon, Apple, Spotify, Audiomack.

Exploring the Health Dangers, Benefits of Shawarma

CHIGOZIRIM ENYINIA



The aromatic flavors and tantalizing wraps of shawarma have long been a favorite in the street food world of Lagos and other parts of Nigeria; alongside Suya and the spicy Barbeque fish. It has taken the culinary world by savory storm, becoming a global street food sensation. However, while the heavenly smell of sizzling meat on a steaming spit captures the attention of food enthusiasts, health-conscious individuals have raised concerns about the nutritional value of this savory delight.

So, let's dive into the nutritious aspects of shawarma and uncover its many health benefits.

Originating from the Middle East (Turkey), shawarma is traditionally made from marinated meat, such as chicken, beef, lamb, or even turkey, which is thinly sliced and stacked on a vertical spit. Slowly roasted, the meat absorbs a harmony of spices, infusing it with delicious flavour till it is tender and juicy for consumption.

Nutritionists and dietitians emphasize that the quality and composition of ingredients play a crucial role in determining the health benefits of any dish. Shawarma predominantly consists of lean meats, which are an excellent source of high-quality protein. Protein is vital for repairing and building tissues, supporting muscle growth, and maintaining a healthy immune system. To enhance dietary diversity, some shawarma options feature grilled vegetables, further adding essential micronutrients, fiber, and phytonutrients to the mix.

According to Healthguide, "While shawarma can be a delicious and satisfying meal, it is important to be aware of its disadvantages. One of the biggest disadvantages of shawarma is that it is high in fat and calories."

"The meat used in shawarma is often very fatty, and the addition of oils and sauces can add even more calories. As a result, eating shawarma on a regular basis can lead to weight gain."

The health organisation also stated that in addition, the high fat content of shawarma can also increase your cholesterol levels and put you at risk for heart disease. The fatty meats used in shawarma are often high in saturated fats, which can lead to heart problems if consumed in excess. For these reasons, it is important to enjoy shawarma in moderation."

"Shawarma is very high in sodium, which may make it bad for heart health. Foods that are high in sodium are not recommended for people with high blood pressure."

Further reports reveal that there is also the risk of food poisoning, "Eating unhygienic foods is one of the main causes of food poisoning in Nigeria. Some shawarma

that has been prepared in unhygienic conditions can lead to food poisoning. Thus, it is imperative that you only eat shawarma that is hygienic and well-prepared." the report read.

On the other hand, one of the most renowned nutritional aspects of shawarma lies within its unique blend of spices. Commonly used, but not limited to, a combination of cumin, paprika, coriander, turmeric, and sumac. These spices offer more than a tantalizing aroma and taste. Turmeric, for instance, is known for its powerful anti-inflammatory properties, while cumin and paprika provide antioxidants that can help combat oxidative stress in the body.

Moreover, shawarma is traditionally served with a variety of fresh vegetables, such as tomatoes, lettuce, cucumber, and onions. These veggies offer a plethora of vitamins, minerals, and dietary fiber, contributing to overall good health and weight management. Additionally, many shawarma lovers opt for whole wheat wraps, which are a healthier carbohydrate alternative to refined options, providing essential nutrients and a lower glycemic index.

It is important to note that, as with any cuisine, shawarma can be customizable to fit an individual's dietary preferences and requirements. For those aiming to reduce fat intake, choosing lean meats and requesting minimal dressing can be a wise choice.

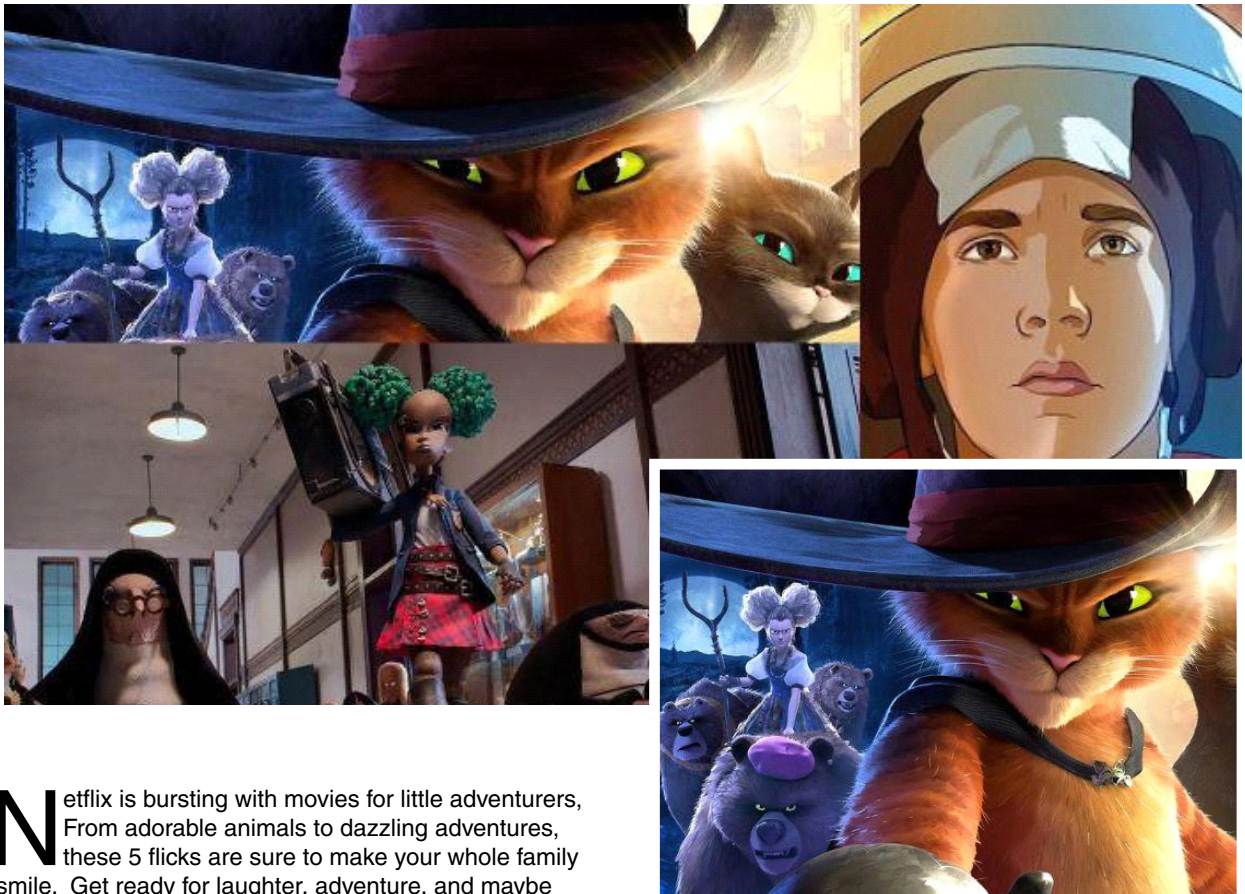
Additionally, modern shawarma eateries often offer vegetarian or vegan options, featuring plant-based proteins such as falafel (which according to Merriam Webster, is a spicy mixture of ground vegetables such as chickpeas or fava beans formed into balls or patties and then fried) or seitan, which provide a plethora of nutrients and cater to diverse dietary needs.

Nonetheless, like any indulgence, moderation is key. Extra condiments, such as mayonnaise-based sauces or excessive amounts of added oils, although adding flavour, can contribute to an increased calorie count. Therefore, being mindful of portion sizes and selecting lighter dressings, such as yogurt-based or tahini (paste made from sesame seeds), can help strike a balance between taste and health.

Overall, shawarma can be enjoyed guilt-free as part of a balanced diet due to its array of nutritional highlights. Packed with lean protein, a variety of fresh vegetables, and a rich blend of antioxidants, this Middle Eastern gem that is celebrated in Nigeria not only satisfies taste buds but also nourishes the body.

7 BEST MOVIES FOR KIDS TO WATCH ON NETFLIX RIGHT NOW

CHISOM MICHAEL



Netflix is bursting with movies for little adventurers. From adorable animals to dazzling adventures, these 5 flicks are sure to make your whole family smile. Get ready for laughter, adventure, and maybe even a tear or two.

HERE ARE 7 BEST MOVIES FOR KIDS TO WATCH ON NETFLIX RIGHT NOW

***Puss in Boots: The Last Wish* -2023**

In an unexpected turn, the presumed-dead Shrek franchise made a triumphant return with "The Last Wish". This spin-off sequel, featuring a visually stunning style akin to Into the Spider-Verse, surprised audiences with its poignant exploration of Shrek's confrontation with mortality. The film, a critical and commercial success, is hailed as arguably the best in the series, blending humor, cleverness, and memorable moments.



***The Sea Beast* Year: 2022**

Netflix's unexpected hit of 2022, crafted by one of the minds behind Bolt and Big Hero 6, seamlessly blends elements from previous successes like How to Train Your Dragon, Moana, and Pirates of the Caribbean, with a dash of Kaiju. Despite familiar influences, the film stands out as a detailed adventure that caters to the entire family, making it a surprising and well-received addition to the streaming platform.



***Guillermo del Toro's Pinocchio* Year: 2022**

The Oscar-winning director showcased his visionary skills in stop-motion animation with this instant classic, a poignant retelling of the beloved Pinocchio fairy tale. Featuring spectacular voice work, the film sets Pinocchio in the pre-World War II era, providing a canvas for exploring themes of innocence and violence once again. It stands as a deeply personal and beautiful cinematic achievement.



***Wendell & Wild* Year: 2022**

The director of A Nightmare Before Christmas and Coraline, Henry Selick, collaborated with Oscar-winner Jordan Peele on a clever and twisted tale. Peele also co-stars as one of the literal demons haunting a girl who blames herself for her parents' death. Selick's mastery of stop-motion animation shines, exploring new and visually striking, albeit grotesque, elements. The film is poised to become a raving Halloween



***The Mitchells vs. the Machines* Year: 2021**

Originally slated for a theatrical release by Sony under the title "Connected," the film found itself on Netflix during the pandemic—a decision likely regretted by the studio. In 2021, it emerged as one of the year's most cherished animated films, celebrated both critically and commercially. This smart and sweet family vacation movie doubles as a comedy, emphasizing the tender relationship between a father and daughter while they unexpectedly join forces to save the world.



Apollo 10 ½: A Space Age Childhood

Year: 2022

The acclaimed writer/director of *Waking Life* revisited his distinctive animated style in a charming, nostalgic coming-of-age story set just before the Apollo 11 landing. A personal endeavor for Linklater, the film follows the fictional journey of a fourth-grader who becomes the first person to land on the moon. With its charm and sweetness, this film appeals to every family member, from grandparents to kids.



***DC League of Super-pets* Year: 2022**

Experience the timeless charm of Bud Abbott and Lou Costello, one of the world's most popular comedy teams, through their classic monster movie. Treat your kids to the duo's impeccable comic timing in this delightful and enduring cinematic gem.

No gree for anybody: 5 things not to gree for this year

ESTHER EMOEKPERE



Starting off 2024 on a Monday, showed that this is the year you buckle your shoe and get down to serious business. The theme for the year "No gree for anybody", also amplifies the same thing.

In that determined spirit, here are 5 things not to gree for this year.

SAPA

This should be the year where you take a stand against sapa and hold it by its throat, remember how mercilessly it dealt with you last year. Put yourself out there, utilize your social media, tell people what you do, monetize your skill no matter how ordinary you think it is, don't just sit and wait for a miracle. Get to work!

NEGATIVITY

Whether it's toxic relationship, pessimistic thoughts, or energy draining situations, 2024 is the year to filter the unnecessary and focus on positivity. Embrace a mindset that uplifts, leaving no room for doubts and negativity. Stand in front of your mirror and keep speaking positive things to yourself everyday if you

have to, whatever it takes, make sure you no gree for negativity this year.

SELF-DOUBT

This year, bid farewell to self-doubt. It's time to recognize your worth, embrace your skills, and acknowledge that you are more than capable of achieving greatness. No gree for anybody who tells you otherwise, even if that person is you.

PROCRASTINATION

There's no room for delaying goals and dreams. Whether it's a skill you have been meaning to learn or a project you have been putting off, now is the time to get things done. Why wait when you can conquer now?

SETTLING FOR LESS

Whether it's in your career, relationships, or personal growth, 2024 is the year to raise the bat. Don't 'gree' for less than you deserve. Strive for excellence and push your boundaries.

Cheers to unstoppable wins, endless possibilities, a year filled with serious business and a sprinkle of fun.

6 types of toxic people you should avoid

CHINWE MICHAEL

In the pursuit of a fulfilling and positive life, it is crucial to surround oneself with supportive and uplifting individuals.

Unfortunately, not everyone we encounter has our best interests at heart. Recognizing toxic behaviors and avoiding people who exhibit them is essential for maintaining mental and emotional well-being. Here are six types of toxic people you should be wary of.

THE ENERGY DRAINER

Energy drainers thrive on draining the positivity and enthusiasm from those around them. Constant complainers, pessimists, and individuals who constantly focus on the negative aspects of life can have a detrimental impact on your mental well-being. It's essential to set boundaries and limit your exposure to these individuals to protect your emotional energy.

THE FAKE COMPLIMENTOR

The fake complimentor" could refer to someone who gives insincere or fake compliments. This behavior is often associated with individuals who may not genuinely appreciate or value others but use compliments as a means of manipulation or to achieve certain objectives. Such individuals might use flattery to gain favor, manipulate emotions, or create a false sense of goodwill.

THE PESSIMIST

Pessimists often have a negative outlook and anticipate unfavorable outcomes. They may focus on potential problems, drawbacks, or failures rather than on positive or optimistic possibilities. Pessimism is a

perspective or attitude that leans towards expecting the worst or emphasizing the unfavorable aspects of a situation. It contrasts with optimism, which involves a more positive and hopeful outlook.

THE CRITICISER

Constructive criticism is crucial for personal growth, but constant criticism provides no room for improvement. Instead, they point out flaws and shortcomings without offering any solutions. Such individuals can undermine your self-esteem over time. Surround yourself with those who support your growth and offer constructive feedback rather than those who aim to tear you down.

THE MANIPULATOR

These individuals are experts at playing mind games and manipulating others to serve their own interests. Whether through guilt-tripping, gaslighting, or emotional blackmail, manipulators can leave a trail of confusion and distress in their wake. Recognize the signs of manipulation, such as constant deceit or an excessive need for control, and distance yourself accordingly.

THE VICTIMS

People with a victim mentality often see themselves as perpetual victims of life's circumstances. While empathy is important, constant victimhood can be draining and limit personal growth. It's crucial to foster relationships with those who take responsibility for their actions and actively work towards positive change.



Toxic People



Here are 5 attractive investment destinations in Africa in 2024

CHINWE MICHAEL

On the back of growing global demand and with a largely untapped resource portfolio, Africa is on the cusp of transforming its energy sector.

Foreign investors are eager to capitalize on diversified supply chains while efforts by African governments to bolster industrialisation and economic growth are unlocking a fresh slate of opportunities for financiers and project developers alike. In 2024, several markets stand out as promising investment destinations.

Senegal

According to the International Monetary Fund, Senegal is projected to experience a remarkable 10.6 percent economic growth in 2024, fueled by the commencement of new oil and gas projects like the Greater Tortue Ahmeyim and Sangomar Oilfield

developments both of which are slated to begin production in the first quarter of, 2024.

These projects have demonstrated the success and potential of large-scale investments and are poised to stimulate further growth and opportunity across the burgeoning market. Other projects are expected to kick off on the back of 2024 project success, opening up a wave of investment opportunities for foreign gas and power players alike.

Additionally, the country's efforts to establish itself as a regional energy hub will unlock new investment avenues across the infrastructure sector. Frameworks such as the Plan for an Emerging Senegal a reference for the country's mid- and long-term economic and social policy development have identified lucrative investment opportunities, and the government is inviting private players to participate in the growing market.

Ivory Coast

Anticipating 7 percent GDP growth for 2024, Ivory Coast is set to benefit from persistent investments in network infrastructure, including the digital and transportation sectors, as well as energy. The country represents the economic engine of Francophone Africa, and as such, is inviting investment in these industries to stimulate regional growth.

The World Bank predicts that these investments, combined with recent oil discoveries and sound macroeconomic policies, will not only bolster business confidence but also drive a significant uptick in productivity. Ongoing projects, such as Eni's Baleine venture – which secured \$10 billion investment by the company last November -and drilling campaigns in both on- and offshore basins are poised to play a pivotal role in attracting new investment.

Namibia

Rich in natural resources, Namibia ranks amongst Africa's top investment destinations in 2024. The discovery of up to five substantial oil and gas reserves in 2022 and 2023 – namely, Shell's Graff-1X, La Rona, Lesedi-1X, and Jonker-1X, as well as TotalEnergies' Venus-1X – is poised to trigger a wave of investments in Namibia's upstream sector.

Furthermore, the country's untapped potential in renewable energy has emerged as a significant catalyst for foreign investments. Positioned as one of the world's most attractive green hydrogen markets, Namibia is poised to draw additional investments into its renewable energy landscape. Notable projects such as the \$10 billion initiative by Hyphen Hydrogen Energy; the 2.5 GW Tumoneni project; and the 42 MW Daures Green Hydrogen Village project are set to consolidate Namibia's dominance in the global green hydrogen market, opening newfound opportunities for investors.

Angola

With a diverse energy portfolio and national efforts to become a regional supplier, Angola stands out as a highly strategic investment destination in 2024. Efforts to boost hydrocarbon production through projects like TotalEnergies' Begonia oil project; the Angola LNG development; and the Agogo Oilfield development, as well as to advance refining capacity through the construction of three new facilities, reaffirm the country's long-term development plan and investment potential.

On the renewables front, the country is eager to capitalise on untapped resources and is inviting developers and power players to invest in the industry. Furthermore, the country's privatisation program stands as a crucial initiative that will drive private and foreign investments across the entire economy.

South Africa

As South Africa endeavors to meet surging energy demand, tackle load-shedding, and foster environmental sustainability through diversifying its energy sources, the country offers substantial investment opportunities for global stakeholders. Initiatives like the Renewable Energy Independent Power Producer Procurement program (REIPPP) and the Integrated Resource Plan are already key drivers of investment, enticing private players to invest.

Recently, Bid Window 7 of the REIPPP opened, targeting the delivery of up to 5 GW of renewable capacity. This serves as a significant pathway for South Africa to secure increased participation from private entities and investors in the realms of renewable energy and infrastructure development, setting the stage for a strong pipeline of projects.

Here are 5 attractive investment destinations in Africa in 2024

7 unique Nigerian wonders

ESTHER EMOEKPERE



Nigeria is not just the giant of Africa in size and population, it's a colorful puzzle with many pieces. Beyond its vast land area and bustling cities lies a country that boasts of rich culture, captivating traditions, and a rich legacy.

**HERE ARE 7
WONDERS
THAT MAKES
NIGERIA
UNIQUE**

Festivals

Carnivals such as Osun-Osogbo, Calabar, Durbar, and Ojude Oba are just a few of the many events that make up Nigeria, and they truly reflect our cultural spirit. These festivals are more than just gatherings of people, they are expressions of our customs, where dance music and costumes intertwine to create an exciting atmosphere. Every festival adds a unique brushstroke to the diversity of Nigeria, highlighting the harmony and beauty that makes up our culture.



Traditional weddings

In Nigeria, weddings are not just about uniting hearts, they're grand celebrations that bring families and communities together. Vibrant attires, lively music, paparazzi and delicious cuisine characterize these occasions. It is a unique blend of traditional customs and modern glee, which creates an captivating celebration that embodies the spirit of the country.



Culinary delight

Nigerian cuisine serves as a cultural bridge, uniting people through shared meals and highlighting our unity in diversity. From popular street food like Puff-Puff, Suya, and roasted Corn to traditional meals such as Amala, Afia Efere, Oha, and Tuwo Shinkafa, every dish tells a tale of culture and heritage.



Music

Nigeria's music scene is the pulse of the nation. From traditional rhythms like Juju, Fuji, Apala and Ogene to the modern sounds of Afrobeats, Nigerian music transcends borders, captivating audiences worldwide.



Traditional Attire

The array of traditional attire in Nigeria is a sight to behold. From the aso-oke, to the Babaringa and the Isiagu, each attire carries a unique story of our heritage.



Tourist Attraction

Nigeria offers a diverse array of tourist attractions that cater to a wide range of interests. From the Ogbunike Caves, Coconut beach to the Gashaka-Gumti National Park, each tourist attraction contributes to our unique beauty.



Vibes and Cruise

Nigerians have a remarkable ability to turn any situation into vibes and cruise. Our knack for finding humor in everything keeps us happy and incredibly optimistic, showcasing a resilient attitude that thrives despite adversities. It's this unique spirit of resilience that not only helps us stay upbeat but also strengthens our ability to navigate challenges with a smile.

Nigeria is a living example of the joy of life in all its colors and the beauty of diversity. It's a dynamic symphony that never stops inspiring and delighting everyone who experiences its magic. Naija to the world!!!



How to make your child love to go to school

CHARLES OGWO



C hukwuemeka Onyebueke, an eight year old boy caused a scene in his neighborhood on Monday, January 8, 2024 as school activities resumed. As the mother got his school needs ready for a new day in school, the young boy busted out in tears and ran out of the house to the street shouting, "Leave me alone, I don't want to go to school."

Unfortunately for the mother she fell down and had some injuries while trying to apprehend the boy. Sometimes as a parent, one is faced with the challenge of making one's child like school or being excited about going to school.

School should be fun, exciting, and a place children should feel as though they belong. Being in school offers children the opportunity to learn about many different subjects, join a wide variety of groups, and meet people from many different backgrounds. While school is meant to help a child explore different subjects and become part of a community, some

children do not find as much joy in school as others. Olusola Kayode to a story how her daughter would on a Monday morning be agitating to go to church instead of school.

"I got concerned that my five-year-old daughter who used to like going to school suddenly changed. She would come around while getting her school needs ready and start crying, 'I want to go to church'. Jenn Mann, a US psychologist posits that when a child starts throwing fits and tantrums about not wanting to go to school, especially at the basic school age, that this is 'just a small step backward in the child's natural progression towards independence, but it can sometimes be a sign of anxiety.'

According to the United Nations Educational, Scientific and Cultural Organization (UNESCO), "The period from birth to eight years old is one of remarkable brain development for children."



The organisation adds that it represents an important time for their development and education.

Similarly, the U.S. National Institutes of Health says that supporting children's early learning can lead to higher test scores and a better chance of staying in school and going to college.

Studies even suggest early learning can lead to fewer teen pregnancies, improved mental health, and a longer life.

Judy Willis, a US board certified neurologist and middle school teacher says if a child, especially an older one, hates school, it is probably not his fault, nor that of the teacher but rather evidence that 'his brain is functioning appropriately.'

According to Willis some of the steps to getting your child to like school is;

To recognise the child's fears; even though parents usually think kindergarten and the early grades are low key for children, school is hard work.

Willis' postulation was actually the case of Kayode's daughter disliked going to school because of the attitude of her new teacher to her. And the father of the girl took the matter to the school, he discovered that there were many other homes facing the same challenge.

The school eventually terminated the teacher's contract when it was obvious she was not relating well with children under her care.

Another factor that might be responsible for this is the home-front fun. To address this, according to Willis, parents must reduce the fun factor at home.

"Sometimes children want to skip school simply because home is a better place to be. The solution is to make staying home from school boring."

Besides, the neurologist enjoined parents to be strategic in training their children especially as it concerns the school.

"Parents need to be brain preservers. You can enrich and expand your children's learning experiences and help them be more successful on tests and other school assessments.

You can use strategies with your children at home to reverse school negativity and promote the mindset your children need to regain in order to sustain a positive attitude about themselves and school.

The key to this process is to connect your children to what they learn at school through their interests and past positive experiences, so they will want to learn what they have to learn."

Moreover, getting your child to do things he can do easily helps motivate him to exert effort when he believes it will pay off.

Easy steps to make delicious Fruit Punch at home

CHIOMA ONUH



In the hotness of the weather, making fruit punch comes handy to quench thirst and stay refreshed for family and friends. Get started with these easy steps:

Ingredients

Sliced Pineapple
 Sliced Water melon
 Sliced Cucumber
 Grapes
 Sliced Banana
 Berries
 Sliced Apples
 A Lemon, to squeeze out the juice
 Soda
 Strawberry flavoured yoghurt , Cranberry or apple juice
 Fresh mint leaves, for garnish

Instructions:

Add the sliced strawberries, oranges, and grapes in a large pitcher.

Squeeze your lemon to get the juice over it
 Add Soda, then either Cranberry, Strawberry flavoured yoghurt, grape juice or apple juice
 Cover the pitcher and refrigerate for at least 2 hours, or overnight for best flavour.

If ready to serve immediately, you can add ice cubes and garnish with fresh mint leaves
 No matter how you choose to make it, fruit punch is a delicious and easy and impressive way to quench your thirst and refresh your family.

Don't be afraid to get creative and have fun while at it!

Easy Fresh tomato stew recipe

NJIDEKA ONUH



Since it's tomato season, one of the most liked stew recipes in Nigeria is tomato stew, which takes 80 minutes to create and is inexpensive and simple to make.

INGREDIENTS

1 kilogram of beef
 half paint of fresh tomatoes
 fresh pepper.
 Shombo
 Two bulbs of onion
 a teaspoon of nutmeg powder.
 a teaspoon of curry powder and thyme.
 fresh ginger
 fresh garlic
 curry leaves
 half-bottle of vegetable oil.
 four seasoning cubes
 Add salt to taste.
 One teaspoon of chicken spice

Preparation

Wash the tomatoes, fresh pepper, shombo and one onion and blend together.
 Blend the ginger and garlic and set aside.
 Slice the other onion and set aside.

Wash the beef and parboil with the four seasoning cubes, a teaspoon of salt, teaspoon each of curry and thyme and half cup of sliced onions.

Also add the chicken spice.

Allow the meat to cook until it is soft enough for consumption.

Remove the meat from the stock and allow to drain in a sieve.

Set your frying pan on fire.

Add the half bottle of vegetable oil and fry the meat until it is golden brown, then remove it and drain on a paper towel. Add the sliced onions to the oil and fry for about 2 minutes to release the aroma into the oil.

Then pour the blended tomatoes/pepper and fry (stir to avoid burning).

When the tomato is dried, add the blended ginger and garlic, nutmeg and stir, then add the meat stock, then taste for salt.

Allow to cook for ten minutes then add the curry leaves and the fried meat.

Serve with boil rice or yam.

Six top paid female Nigerian Models making it big and quietly getting the bag!

CHIOMA ONUH



There are few female models in Nigeria calling the shots and making huge income from the art. Here are six top paid female Nigerian models making it big and quietly getting the bag.

Agbani Darego

Agbani Darego holds the title of Nigeria's highest-paid model. As the first African woman to win the Miss World competition in 2001, she shot to international prominence. Since then, the 41 year-old has collaborated with well-known fashion labels and made a name for herself as a prosperous businesswoman.

Sylvia Nduka

Sylvia Nduka is well-known in the modelling community in Nigeria, she is 31 years old.

She became prominent after taking first place in the 2011 Most Beautiful Girl in Nigeria pageant.

Sylvia's remarkable beauty and skill have brought her a plethora of modelling contracts and endorsement deals, which have added to her enormous net worth.



Anna Banner

At the age of 28, Anna Banner has established herself as one of the highest-paid models in Nigeria.

When she triumphed in the 2013 Most Beautiful Girl in Nigeria pageant, she became well-known.

Anna has secured high-paying modelling contracts and brand ambassadorships thanks to her attractiveness and personality.



Nancy Isime

Nancy Isime is a 32-year-old model, actress, and television presenter with several talents.

She has walked the runway for well-known designers and been on the covers of fashion magazines. Nancy's success and wealth have been largely attributed to her attractive presence and adaptability.



Iheoma Nnadi

The 28-year-old Iheoma Nnadi is well-known for her extraordinary beauty and skill as a model. She became well-known in 2014 after taking first place in the Most Beautiful Girl in Nigeria pageant. Iheoma's modelling career has taken off, and she has modelled for prestigious local and international fashion labels.



Sandra Okagbue

Sandra Okagbue is a 38-year-old model who has made a name for herself as a prosperous model and businesswoman.

She has walked the catwalks at several high-profile fashion events and starred in multiple advertising campaigns.

Sandra has an impressive net worth, which she attributes to her talent and commercial ability.

5 BRAIDS THAT ARE LIKELY TO TREND THIS YEAR

CHIOMA ONUH

Some braided hairstyles that topped the trends chart last year are looking like they have come to stay as ladies continue to rock these braids while hairstylists combine two styles to create a new one.

BOHO BRAIDS

This hair was so popular last year and is still topping the chart now. You may create boho braids or bohemian box braids by adding curly hair to your box braids. Hairstylists now add the wavy hair to twists!



SHUKU

Shuku has been common for a very long time and still remains up till today. Of course there are many ways hairstylists can play around to achieve the Shuku style



HALF-BRAIDS

This particular style one of the most loved Nigerian braid designs. There are so many ways this can be style. It has truly come to stay!



CORNROWS

This hairstyle is undisputed in its ranking among most loved hairstyle. This may be so because of its natural look and the fact that it makes one look younger. Both Men and women rock this hairstyle effortlessly



KNOTLESS BRAIDS

This braid has become very popular and can last very long if maintained properly.



Womens Paradise Conference Maiden Edition Highlights



About the Event

Women's Paradise Conference, an Holy Ghost inspired annual Christian faith based gathering dedicated to creating a solid system and getaway where the woman can blossom, held its maiden edition on the 9th of December 2023. It can be termed a (Spiritual Spa) where women can receive help and be rejuvenated by supporting the wellbeing and growth of the women through retreat, spiritual wholeness, and master classes for, life's assignment, entrepreneurship, career direction, fertility health and personal development. It was founded and hosted by Evangelist Hilda Ekama (a.k.a Queen of Hearts) a minister of the gospel,

professional and talk show host. Who is the visionary of the Conference. The Vision is 'To raise spiritually and physically whole and confident women who will become positive change agents globally' and Mission is 'To provide an atmosphere where women can be saved, renewed, supported and empowered through retreat programs and strategic collaborations for a sustainable outcome'.

This event was held at the prestigious The Art Hotel Victoria Island Lagos. From worship led by the anointed worship minister Oceanessa Adaze to speakers like Minister Lousia Wogu and other professionals who spoke on subjects cutting across Career by Ugochi Chikere.

The Conference had a breakout session on Women's fertility Health taken by its partners Dr Akinola of Medison Women's Specialist Hospital and a special book recognition by Ogochukwu Geraldine Eloike Author of the powerful women self-help book Ichabod.



The conference was well attended by women of diverse age and societal class, who were truly blessed and treated to a beautiful buffet.

The conference hopes to create a platform, where women will be empowered with the right value system, across the globe beginning with Nigeria and energized to become a change agent through conferences, resources, and partnerships.

The host announced a road map for 2024 which includes programs for Career, Entrepreneurship, Fertility and personal help development as well as a scholarship programme for undergraduate students willing to further their education in Nigeria. It also calls on individuals and organizations to partner with them achieving the future shaping events.

10 Ways Art Promotes Sustainable Development



Sustainability or sustainable development is such a hot topic today that industry titans and world leaders congregate often times a year to discuss how societal and economic growth can be sustained; what's being implemented and what else can be done.

Imagine a world where vibrant murals breathe life into forgotten walls, sculptures fashioned from recycled materials tell stories of environmental resilience, and immersive installations transport us to the heart of endangered ecosystems. This is the power of art and sustainability intertwined – a potent force for change that transcends borders, ignites imaginations, and compels us to reimagine our relationship with the planet.

Artists are not just creators, they are catalysts. They contribute their quota in this discussion through the works that they produce. Their brushes paint not just colors, but stark realities of deforestation, pollution, and climate change. Their sculptures, crafted from discarded materials, whisper tales of resourcefulness and upcycling. And their immersive installations, blurring the lines between reality and art, immerse us in the delicate balance of our ecosystems, urging us to become stewards, not destroyers.

This digest is brought to you by Patrons MCAA. Think African art, think Patrons. Patrons is Africa's leading art advisory and dealership firm that helps private and corporate art collectors diversify their wealth through art collection, appraisal, packaging & transportation, storage, insurance, maintenance, and restoration.



Title: Maestro • Artist: Adeola Balogun(Ph.D) • Medium: Mixed media • Dimension: 25"x17"x15" • Year: 2023

In this digest, we will discuss 10 ways in which art is essential to sustainability and societal development.

1. Socio-economic campaigns

Art's universal appeal lets artists use powerful visuals to effectively communicate complex ideas and issues. Artists use this leverage to raise awareness about pressing environmental and even political concerns to prompt action. Visual narratives, expressed through paintings, sculptures, and multimedia installations, can depict the consequences of human activities on the environment. For instance, a painting showcasing the beauty of a pristine forest juxtaposed with the harsh reality of deforestation and landslide sends a powerful message, urging viewers to contemplate their ecological footprint.

2. Art for sustainable causes

Supporting artists and their sustainable initiatives can be a tangible way for individuals, businesses, and institutions to contribute to the cause. Patronage of eco-conscious artists and sustainable art projects not only provides financial support, but also amplifies the impact of the messages they convey. Art auctions and exhibitions who give proceeds of sales to environmental causes is one way to channel funds towards specific sustainability initiatives, creating a direct link between the art world and actionable change. For example, in January 2021, Patrons MCAA curated "Art for Cancer" exhibition in partnership with Heartwells Foundation and Didi Museum, to mark February 4th which is World Cancer Day. This was a fundraising exhibition. Proceeds from artworks sold were used to support people living with cancer and breast cancer survivors across Nigeria.

3. Connecting with nature through creative expression

Art fosters a deep connection between man and the natural world. Through various mediums such as landscape paintings, nature-inspired poetry, or ambient music, artists can evoke a sense of appreciation and empathy for the environment. This connection, in turn, can motivate people to adopt more sustainable lifestyles and make choices that prioritise the well-being of the planet.

4. Innovative solutions through artistic thinking

Artists are inherently creative thinkers, capable of envisioning alternative perspectives and solutions. This creative mindset can be harnessed to address sustainability challenges. Collaborations between artists and environmental scientists, for instance, can lead to innovative projects that tackle issues like waste



Title: Rooftops in the plateau • Artist: Emmanuel Dudu • Year: 2020 • Medium: Oil on canvas • Dimension: 55cm x 96cm

management, renewable energy, and conservation. Artistic thinking encourages out-of-the-box approaches and fosters a culture of continuous innovation, essential for overcoming the complex challenges posed by unsustainable practices.

5. Community engagement and education

Art has the power to bring communities together, fostering a sense of shared responsibility for sustainable development. Artists can engage with local communities through interactive art installations, workshops, and public exhibitions that educate and inspire. By involving the community in the creative process, artists create a sense of ownership and collective commitment towards building a more sustainable future.

6. Art as a catalyst for environmental advocacy

Beyond raising awareness, art serves as a catalyst for environmental advocacy, pushing for policy changes

and systemic shifts. Artists can collaborate with environmental organisations, using their platforms to amplify critical messages and influence public opinion. By engaging with policymakers and advocating for sustainable practices, artists can contribute to the larger discourse on environmental conservation and policy reform.

7. Transforming waste into artistic statements

In the pursuit of sustainability, artists can lead by example through their practices. Many artists are turning to unconventional materials, including recycled and repurposed items, to create their works. This not only reduces the demand for new resources but also transforms waste into powerful artistic statements. Sculptures crafted from reclaimed materials or installations composed of discarded items serve as tangible reminders of the potential for renewal and transformation in the face of environmental challenges.

8. Artistic reflection of cultural perspectives on sustainability

Art is deeply intertwined with culture, and artists have the ability to reflect and challenge societal norms. By exploring cultural perspectives on sustainability, artists can initiate conversations about the connections between tradition and environmental stewardship. This exploration can lead to a deeper understanding of the cultural values that either hinder or support sustainable practices, fostering a dialogue that is essential for holistic and inclusive approaches to development.

9. Technology and virtual art for global impact

In the age of technology, artists are harnessing the virtual realms to reach global audiences. Virtual reality art installations and digital experiences can provide immersive encounters with environmental issues, fostering a sense of global interconnectedness. Artists can leverage social media platforms to share their creations, sparking online movements and conversations that transcend geographical boundaries. This global reach allows artists to contribute to a collective consciousness, reinforcing the idea that sustainable development is a shared responsibility on a global scale.

10. Inspiring action through artistic activism

Artistic activism is an emerging trend where artists use their creative endeavours to advocate for social and environmental change. This involves more than just creating aesthetically pleasing pieces; it's about using art as a tool for activism. Street art, for example, has been instrumental in conveying messages related to climate change and urging communities to take action. Murals depicting melting ice caps or endangered

species serve as visual reminders of the urgent need for collective efforts towards sustainability.

Art attacks apathy: Artists weaponize creativity for change. Forget paint-by-numbers, think paint-the-world-green. Murals roar for action, sculptures scream for sustainability. It's art with bite, activism with beauty. Artists join the revolution, one brushstroke at a time.

The road to a sustainable future is paved with many hands, and artists hold some of the most powerful brushes. Let us celebrate their voices, amplify their messages, and join hands to create a world where art and sustainability dance in perfect harmony, a symphony of progress resonating across generations.

Until next digest,

remember that every brushstroke, every recycled scrap, every whispered story through art is a seed of change. Let's nurture them, together.

Keturah Ovio.



Keturah Ovio

Keturah Ovio is an Executive at Patrons Modern & Contemporary African Art. She is also an engineer and Founder of Dukka, a Fintech startup providing bookkeeping and payments solutions for small businesses. Keturah is passionate about African Art and has been collecting art since her early 20s. Now, she advises, curates, and manages collections for individuals and corporate organisations looking to start or diversify their wealth management through art collecting. She strongly believes that a fine marriage exists between Art and Technology.

Here are exciting facts to know about 2023 AFCON stadiums

ANTHONY NLEBEM



Big cities in Ivory Coast will come alive today January 13 as the much talked about 2023 Africa Cup of Nations kicks off in six stadiums across the southern coast of West Africa.

The tournament was postponed to 2024 due to the adverse summer weather concerns in Ivory Coast, and now the African nation is set to stage the 34th edition of AFCON in four brand new stadiums and two renovated grounds.

A total of 24 teams will collide in the biggest football tournament in Africa. Five cities namely: Abidjan, Bouaké, Korhogo, San-Pédro and Yamoussoukro will host all the matches in Ivory Coast.

Here, BusinessDay takes a look at all the six stadiums where all 52 matches will be played.

ALASSANE OUATTARA STADIUM

Alassane Ouattara Stadium, popularly known as the Olympic Stadium of Ebimpé, the 60,000-seater capacity arena is in one of the country's economic hubs in the city of Abidjan. The Olympic Stadium of Epimbe will play host to the opening match and the final of the 2023 AFCON.

Additionally, all the Super Eagles Group A matches will be played at the stadium and last sixteen, quarter-finals and semi-finals matches.

The stadium was renovated in 2016 and was completed within four years to host matches for the 2023 AFCON.

According to FourFourTwo, the stadium and the infrastructure around it cost an estimated \$260 million. In addition to its large hosting capacity, the Olympic Stadium is a multi-purpose venue that boasts several world-class amenities such as an athletics track, conference facilities, gyms, auditorium and VIP.



FELIX HOUPHOUET-BOIGNY STADIUM

The Felix Houphouet Boigny Stadium, which is also known as “Le Félicia”, is located in the centre of Abidjan. It used to be the main stadium for the national team until the Olympique Alassane Ouattara stadium was built.

Named after the founder of Cote D’Ivoire and the nation’s first Head of State, President Felix Houphouet-Boigny, one of the country’s heritage venues will play host to Africa’s biggest event for the second time, having been one of the two host venues back in 1984.

In line with meeting the required CAF Standards, the stadium is undergoing complete renovations to its structural set-up, seating, pitch, dressing rooms and hospitality suites.

The seating capacity has doubled to 33,000 ahead of the tournament, along with other facility upgrades to the venue.

In addition to football, the Felix Houphouet-Boigny Stadium boasts an athletics track and has also hosted several major sporting codes and events in Abidjan.



LAURENT POKOU STADIUM

San Pedro Stadium, situated in the culturally rich Poro region is a stunning architectural structure that is part of the infrastructure legacy of hosting the 2023 AFCON.

The Poro region, covering about 23.33 hectares of land, the stadium's elegant design with world-class facilities which include a state-of-the-art natural grass pitch, conference centres, a media centre and other facilities that will drive economic activity after the final whistle is sounded.

This ground is one of the newly built venues for the tournament, which has 20,000 fully covered seats. The stadium is named after Laurent Pokou, the Ivorian football legend who has scored 14 goals in the AFCON (a record until 2008). He also gives his name to the official match ball of the tournament.

Building work commenced in April 2019 and was finished in September 2023 and will stage eight matches during the duration of the tournament.



CHARLES KONAN BANNY STADIUM

is located in Yamoussoukro and is constantly abuzz with economic activity, the newly built arena forms part of the city's monumental architecture and will add to the city's economic activity during the tournament.

After a two-year construction, the stadium hosted its first football match on 3 June, which served as the venue for qualifiers for the 2023 AFCON finals as the hosts edged Zambia 3-1 at the grand opening.

The stadium, which has room for up to 20,000 spectators, was planned to be built in 24 months, but this one also took longer because of Covid. A lot of local workers were employed to work on the stadium as the idea was to give local people a job. After the AFCON the stadium will be used for local football teams. The Charles Konan Banny Stadium will stage eight matches during the duration of the tournament including all group stage matches in Group C.



PEACE STADIUM

The Stade La Paix, commonly called Peace Stadium is one of the most iconic stadiums in Ivory Coast.

The stadium is located in the nation's second-largest city of Bouake and will be hosting its second Africa Cup of Nations after being one of the host venues back in the 1984 edition of the tournament.

One of the venue's most memorable events includes the dramatic semi-final 5-4 penalty win by Cameroon against Algeria in the 1984 AFCON where the Indomitable Lions went on to claim the title.

A big renovation took place in June 2019 and was completed in March 2023 when the stadium hosted several matches.

After the renovation, the stadium now holds a capacity of around 40,000 with decorated green, white and orange seats representing the national flag of Ivory Coast.

The newly upgraded stadium will host all the group stage matches in Group D and also the last sixteen, quarterfinals and semifinal matches.



AMADOU GON COULIBALY STADIUM

This venue is one of the four grounds which has been newly built. The stadium is named after the late Ivory Coast Prime Minister Amadou Gon Coulibaly, who served from 2017 to 2020. He died in office in July 2020 and shortly after it was decided to name the stadium after him.

A total of seven matches including All the group stage matches in Group E will be played at the 20,000-seater capacity stadium.

Here are top five most valuable teams in AFCON 2023

ANTHONY NLEBEM



According to the latest report by UK betting site BettingSites.co.uk, the Super Eagles of Nigeria squad tops the list of the most expensive teams for the 2023 Africa Cup of Nations kicking off on Saturday, January 11, in Ivory Coast across six stadiums.

Twenty-four teams will compete for honours at the biggest football tournament in Africa, with some of the biggest teams and players set to lock horns in the Ivory Coast in a one-month football carnival.

According to the report, Nigeria's team is at the top of the squad valuation of the 24 nations competing at the 2023 AFCON. Super Eagles striker Victor Osimhen is worth almost a third of Nigeria's team.

BusinessDay looks at the five most valuable teams participating in the 2023 AFCON on the Ivory Coast.

Nigeria (€349.75 million)

With a squad valuation of €349.75 million, the Super Eagles is the most expensive side among all the 24 teams vying for honour in the 34th edition of the Africa Cup of Nations.

Nigeria's total squad value is just over €2m more than anyone else competing in the 2023 Africa Cup of Nations, with star striker Victor Osimhen worth almost a third of their entire value. Napoli striker Victor Osimhen is Nigeria's most valuable player, with a market valuation of €110 million. The Super Eagles

striker, who recently signed a bumper contract extension with Italian champions Napoli, is worth more than fourteen teams competing at the 34th edition of the tournament.

Also, other players like players like Alex Iwobi (Fulham)-€28 million, Ademola Lookman (Atalanta)-€30 million, and Samuel Chukwueze(AC Milan)-€23 million stand out as some of the most valuable assets in the Nigeria squad.

The Super Eagles are in Group A alongside the host nations Ivory Coast, Guinea-Bissau and Equatorial Guinea.

Nigeria will begin their quest for a fourth continental title on Sunday, January 14, 2024, against Equatorial Guinea before playing Ivory Coast and Guinea Bissau on January 18 and 22, respectively.

Morocco, who had a good 2022 World Cup outing, is second on the chart with an impressive valuation of around €347.80 million, with just €2 million less than the Super Eagles squad.

Paris Saint-Germain (PSG) star Achraf Hakimi tops the list of most expensive players in Morocco's squad with a market valuation of €65 million, according to Transfermarkt.

Other players like Sofyan Amrabat (Manchester United)-€28 million, Noussair Mazraoui (Bayern Munich)-€30 million, Nayef Aguerd (West Ham United)- €38 million helped contribute significantly to the Atlas Lions Moroccan squad for this year's AFCON.

The Atlas Lions will be banking on Bounou, Hakimi, Saiss and Amrabat to deliver the country's second AFCON trophy in 47 years after winning it last in the 1976 edition held in Ethiopia.

Morocco (€347.80 million)





Ivory Coast (€334.58m million)

This year's 2023 AFCON Ivory Coast host is third on the list with an estimated squad valuation of €334.58m, over €15 million lower than the Super Eagles squad.

The two times AFCON champion team is a blend of youth and mature players like Franck Kessie (Al Ahli)- €20 million, Odilon Kossonou- €35 million, and Evan Ndicka (AS Roma)- €24 million among others.



Senegal (€274.40 million)

Current African champions and title holders Senegal are fourth on the valuation chart with a market squad of €274.40m.

Al Nassr forward Sadio Mane will captain the reigning champions, valued at €20 million.

Meanwhile, Senegal's AFCON 2023 squad includes players with Premier League experience like Nicolas Jackson (Chelsea)-€35 million, Pape Matar Sarr (Tottenham)-€35 million, former Chelsea goalkeeper Edouard Mendy (Al Ahli Jeddah)- €10 million, ex-Blues defender Kalidou Koulibaly (Al Hilal)- €11 million all adds to the Teranga Lions squad of €274.40m.



Ghana (€196.08 million)

The four-time African champions and third most successful team in the continent aside from Egypt (7 AFCON) and Cameroon (5 AFCON) trophies.

Ghana comes in at number five. The Black Stars squad for the 2023 AFCON is valued at €196.08m

West Ham United star Mohammed Kudus is Ghana's most valuable asset, with a market value of €45m.

Other valuable players in the Black Stars team include Inaki Williams (Athletic Bilbao)-€25 million; Mohammed Salisu (AS Monaco) – €15 million; Antoine Semenyo (AFC Bournemouth) – €10 million; Jordan Ayew (Crystal Palace) – €4 million.

CREATING TANGIBLE SUCCESS WITH MADE-UP BRANDS

FEYISITAN IJIMAKINWA



Building businesses is not always about figures. Yes, the ultimate goal is to build a profitable venture that is widely accepted. But, in achieving the ultimate target of profit, different units and departments play strategic symbiotic roles. While the finance guys will be concerned about the numbers, the sales and marketing people will leverage the creative agency of the branding team to drive the businesses and position it as the market preference. In achieving this, the creative guys work on an idea which is intangible and make up tangible products and services. This is not always

easy nor guaranteed to end in success. Some experiments like this have clicked (infact, we may have a very long list of fantastic ideas that never hit expected heights) and there are successful global brands that were “made up.”

In 1954, Philip Morris decided to reposition one of its filtered cigarette brands that hadn’t been performing well. It had been targeted at women and was using the slogan “Mild as May.” The corporate giant was looking for a new brand concept to grow sales. The brand was Marlboro and branding history was about to be made.

Repositioning the brand to reach a male audience, they initially came up with a series of characters that projected masculine imagery, including sea captains, construction workers, weightlifters, and, of course, cowboys. The cowboy concept resonated best, and the concept of the Marlboro Man was born and lives on to this day. The concept glorified the rugged individualism that is a cornerstone of American self-perception. To smoke the Marlboro brand created a sense of being tough, macho, and self-assured. The new brand clicked with men and became the number-one-selling cigarette brand in the U.S. by 1972. And yet there was not a truly authentic element in the brand story that traced back to fact.

Would creating a brand like Marlboro be possible today with social media and Google providing a pathway to the real story behind the brand? The answer is it's still possible, but it requires having enough marketing horsepower to really push the brand attributes.

The beer brewing giant Anheuser-Busch is a corporate brand that is decidedly American and patriotic in its messaging. Its logo consists of an eagle intertwined in a large letter A. The backstory of the company is classic American Dream material with European immigrants becoming a success through hard work and a clear vision. Yet, since 2008, Anheuser-Busch has been owned by a Belgian company, InBev. Does this bother Budweiser and Busch beer customers? Apparently not, as both brands continue to succeed.

Haagen-Dazs is a European-sounding super premium brand of ice cream. Yet it has no true foreign roots, being founded in Bronx, New York in 1960. Its owner wanted a name that sounded Danish and invented it to achieve the cache of being imported. Haagen-Dazs was so proud of its inauthentic brand name idea that in 1980 it sued the Frusen Gladie brand for supposedly copying their strategy. They were unsuccessful, perhaps because Frusen Gladie means "frozen delight" in Swedish.

Other brands steer carefully around inconvenient facts to maintain their image. BMW talks about its large manufacturing plant in the U.S.

sparingly and not at all in Germany. Being an imported brand still matters to the company, although being German is not at the core of its brand message, luxury performance is. Apple is often put on the defensive for manufacturing its products in China. To counteract this, they have begun noting on their products, "Designed by Apple in California. Assembled in China."

Brands like Marlboro and Haagen-Dazs were built on fictional concepts but continue to flourish today. Launching a brand with messaging that is inauthentic is still possible if enough time and money exists to push through the concept. But finding your way through the criticism of trolls and watchdogs on social media makes it even more important to think out the brand messaging and consistently drive it home. Even for fictional cowboy tough guys. Giddy-up

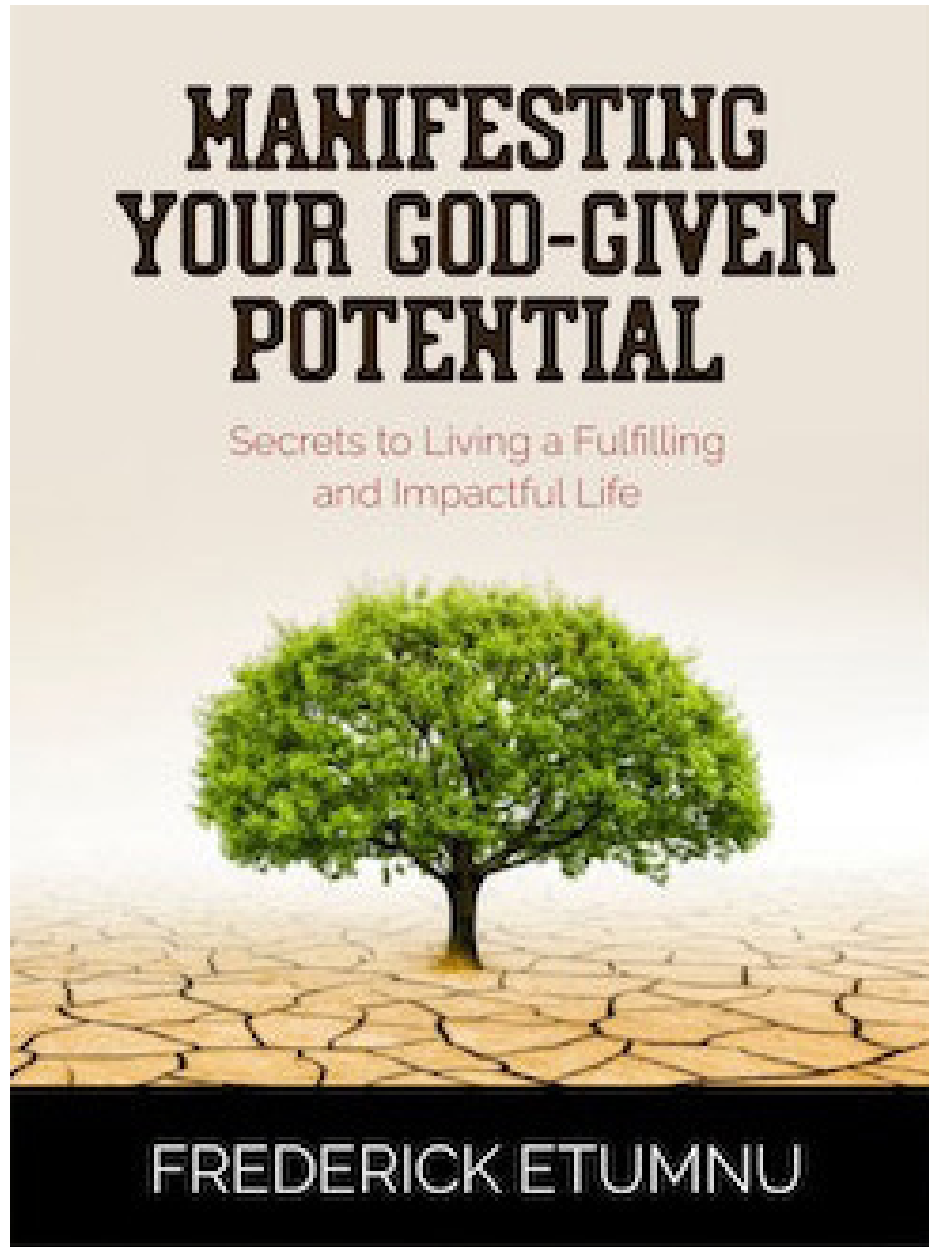
LAST LINE

There is nothing impossible, especially in branding. Creativity thumps odds and those fantastic ideas can become the next big thing. This is 2024, Put on your creative and strategy caps and drive yourself to hit the bar, no matter how high it is.



Feyisitan Ijimakinwa

Feyisitan Ijimakinwa is a Reputation and Perception Management expert. He is a prolific writer and researcher who, at different times, served as Head of Corporate Communications of top brands quoted on the Nigerian Stock Exchange. A versatile communications specialist, he practiced extensively as a print journalist and was variously engaged in the broadcast media, working on radio and television. Feyisitan continues to write on corporate communications, brand reputation and perception management, and brand intelligence, among others. He organises the 'Brand Intelligence and the Marketplace' masterclass. Feyisitan advocates a pollution free and sustainable environment



The World Eagerly Awaits Your Arrival-A Review of Frederick Etumnu's Manifesting Your God-Given Potential

Title: Manifesting Your God-Given Potential: Secrets to Living a Fulfilling and Impactful Life
Author: Frederick Etumnu
Publisher: WORITAL
Year of Publication: 2020
Number of Pages: 224
Category: Self Development

Manifesting Your God-Given Potential: Secrets to Living a Fulfilling and Impactful Life

TITILADE OYEMADE

The captivating title, 'Manifesting Your God-Given Potential,' opens the door to transformative content, signaling the expectation of significant life changes. Frederick Etumnu, attuned to the untapped potential within us, shares insights with a compassionate tone drawn from personal experiences.

The spiritual emphasis implied by the book title is evident, as the author cautions against the perils of neglecting one's potential. With a persuasive tone, he draws readers into the narrative, encouraging them to tap into their latent abilities.

Throughout the book, the author consistently underscores the hazards of disregarding one's potential, using diverse examples from individuals to entire countries as cautionary tales. This surprising approach effectively communicates a warning against following a path of unfulfilled potential.

Etumnu goes beyond highlighting warning signs; he extends a helping hand by presenting principles and keys of wisdom crucial for unlocking and manifesting the vast potential bestowed upon individuals by God. The overarching goal is to contribute not only to personal improvement but also to future generations.

Distinguishing itself from conventional motivational literature, the book showcases the author's creativity by featuring his own quotes instead of relying on others. This distinctive approach adds a unique and personal touch to the narrative.

Amidst insightful content, the book interweaves numerous success stories, featuring both well-known and lesser-known individuals. These stories emphasize the significance of unlocking one's God-given potential, evoking curiosity and inspiration in readers. However, a note of caution reminds readers that the journeys depicted in these stories may not always be easy.

Importantly, the author doesn't just impart wisdom; he also shares personal success stories, grounding the guidance in real-life experiences. This assurance helps readers connect with the advice on a deeper level, recognizing it as not just theoretical but with practical applications.

For salary-earning readers, the author's message may evoke unease or prompt dismissal, as the book might be perceived as a critique for not actively utilizing their God-given talents. The intentional emphasis on taking action adds urgency to the narrative.

In essence, while the book may not introduce groundbreaking concepts, it serves as a powerful reminder to move beyond passive observation and take intentional action in one's life.

Titilade Oyemade

Titilade Oyemade is a business executive in a leading organisation and holds a degree in Russian Language. She's the convener of the Hangoutwithtee Ladies Event and the publisher of Hangoutwithtee magazine. She spends her weekends attending women conferences, events and book readings. She loves to have fun and to help other women have the same in their lives.
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THE DONOR

UDY OSARO-EDOBOR

If any one had told me that Mikel would turn around and betray me, I would have called the person a liar. If anyone had told me that Mikel would betray me, I would have laughed in their face.

Mikel and I dated for four years and we were planning to get married when his health issues started. He never drank alcohol or smoked cigarettes a day in his life, he was stickler for healthy eating so it came as a surprise when the doctors told us that his kidneys were failing. His dialysis commenced as soon as the diagnosis was made and the search for a matching donor started. This search went on for over year without making any headway until I asked to be checked if I was a match... it turned out that I was a perfect match. We were so happy and it was easy for my parents to give their consent because Mikel was a good guy and besides I'd be helping to save the life of my husband to be anyway.

The surgery was in a hospital in Turkey and we stayed back to recover fully before returning home. I had fallen in love with the City so I made a mental note to come back for our honeymoon. We arrived home to a rousing welcome from our families. They had a welcome home party for us. Everyone clapped in excitement when Mikel's mother mentioned that the next party would be our wedding party.. I don't think I was overthinking things when I saw the look on Mikel's face... He didn't look excited at all.

The months that followed proved that what I saw that day was true. Mikel had become a different person. He complained that fate had given him a new lease on life, a second chance and the only thing we could come up with was to plan a wedding to tie him down. He announced to our families that his near death experience had taught him to live life a little before getting married. He had a lot of unprintable things to say to me. He even told me that I was acting entitled just because I gave him a kidney. "What have you done that nobody has done before?"... He threw at me. His words hurt more than the wounds from the surgery and I was heartbroken. I still can't believe how I survived that period.

I decided to relocate abroad while Mikel continued to gallivant and the only place I could think of was Turkey. Years went by and I continued to beat myself up for being too nice. I couldn't move on because I had trust issues. I kept my circle very small because I didn't want anyone taking undue advantage of me.

I woke up one morning to hundreds of messages on my family Whatsapp group. This had to be one of those family gossip. I will come back to it later but in the meantime, I need me a cup of coffee. Before I put down my phone, I noticed that Mikel's name was consistent in their conversation. That caught my eye because as an unspoken rule, no one ever mentioned his name.

I picked up my phone and began to read. So, as we all know, Mikel had resorted to a reckless lifestyle of partying. This was his own way of celebrating his new life. He took to the bottles and this affected his kidney and he was back in the hospital... on the list awaiting a donor.

I was so pained that I gave an idiot my kidney and he handled it so recklessly...what a waste of my precious organ. Mikel didn't deserve the second chance he got. It's sad how things turned out but it's also lovely how karma shows up from the bend to address bullshit.



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WEEKENDER MOVIE REVIEW

A TRIBE CALLED JUDAH (2023)

I finally made out time to go check out this brand new movie that was directed by Funke Akindele. Although I wasn't a great fan of Ormo ghetto, as I really didn't understand the concept, storyline and direction of the movie, the hype and reviews around this movie pushed me to making my way to the cinema and trust me when I say it was worth it.

I was glad I made it to the cinema anyway, as this was not bad at all. It reminded me of her last great movie "Battle on Buka Street" in 2022. It's no news that the movie has broken so many records already. Firstly, as the first Nigerian movie to hit 1 billion naira in the box office in few weeks, secondly highest grossing movie and one to have a storyline that many can connect with, with an array of compelling actors.

In the story, Funke Akindele played the lead role as Jedidiah Judah. Jedidiah wasn't lucky at all when it came to getting married and staying married. She had married five different men and had five different sons for them all. For some she was legally married to them for some it just did not work. It felt like moving from one marriage drama to the next, she just couldn't stay married. Jedidiah never complained at all, she was happy, content and satisfied, she counted herself lucky for having five sons, one was Emeka, Adamu, Shina, Pere and Ejiro, the last son who was madly in love with his young girlfriend testimony.

Things were going smoothly, or so Jedidiah thought until she slumped one day only to find out that she had a very bad terminal illness that could cost her life if they did not pay for her treatments immediately.

The major headache was how her boys who were struggling with life would raise 18 million naira for her treatment.

So you would need to run to the cinema to go enjoy this drama/comedy movie to see how she was able to manage her home and health. Find out how her boys were able to raise the money for her treatment and the length they had to go to achieve this.

The 2 hour 21 minutes Comedy/Drama movie was directed by Funke Akindele and co-directed by Adeoluwa Owu, and featured actors like Funke Akindele and starring Funke Akindele, Timini Egbuson, Jide Kene Achufusi, Uzee Usman, Tobi Makinde, Olumide Oworu, Genoveva Umeh, Nse Ikpe Etim, Juliana Olayode, Uzor Arukwe, Fathia Balogun, Yvonne Jegede and many others.

Five Reasons why you should watch this movie:

Emotional storyline: this movie was very touching and emotional, they had a storyline that would Peirce your heart and leave you wondering, how unfair life could be sometimes, but then filled with life lessons.

A compelling story : the storyline was painful yet sweet and compelling, she told a story that most people could connect with, one you have either experienced or know of someone who has gone through it.

Societal issues: she touched so many pain point and revealed a lot issues that occur in our society, poor education, health care system, poor housing, standard of living and much more, exposing a lot that needed to be corrected by the government.

The complexity of life: the movie revealed how complicated life could be, when you think you have issues, wait till you hear from the next man, everyone is going through one issue or the other, its not about what you are passing through, but how you manage each and every situation with joy and happiness.

A life of gratitude : I was touched with Jedidiah's disposition to life, she lived a life of happiness and gratitude, no matter what she went through, she was happy and grateful to God, every day she will pray and bless her kids, she always wanted them to live in love and unity, no matter what she went through, she never saw the negativity, all she saw in life was positivity and it turned out well for her.



Linda Ochugbua

WEEKEND QUOTES



1

Mistakes accepted and worked on are stepping stones to accelerated success

.....WhispersbyTEN

2

No one ascends to leadership by being a talebearer and eavesdropper for another. It may be announced however, it will not last

.... WhispersbyTEN

3

Why wait for someone before you have a drink, go take a sip because you deserve more

.....WhispersbyTE

4

Authority is not always in speech. It also shows in the aura of someone's presence

.....WhispersbyTEN