

BUSINESS DAY
WEEKENDER
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"FOOD HAS A
UNIQUE WAY OF
CONNECTING
PEOPLE"

**Ify
Mogekwu**
on Her Journey
from Law to Cuisine



EASTER

10 fun ways to enjoy Easter with family without spending a dime



INTERVIEW

Trailblazing Across Borders: An Interview with Collins Nzekwe

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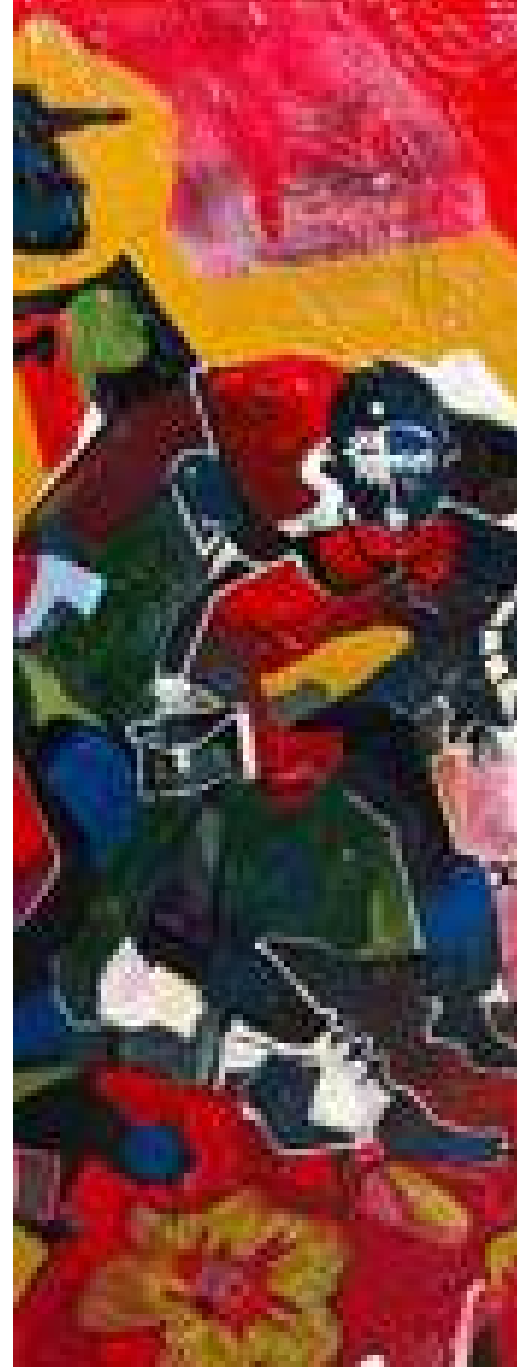
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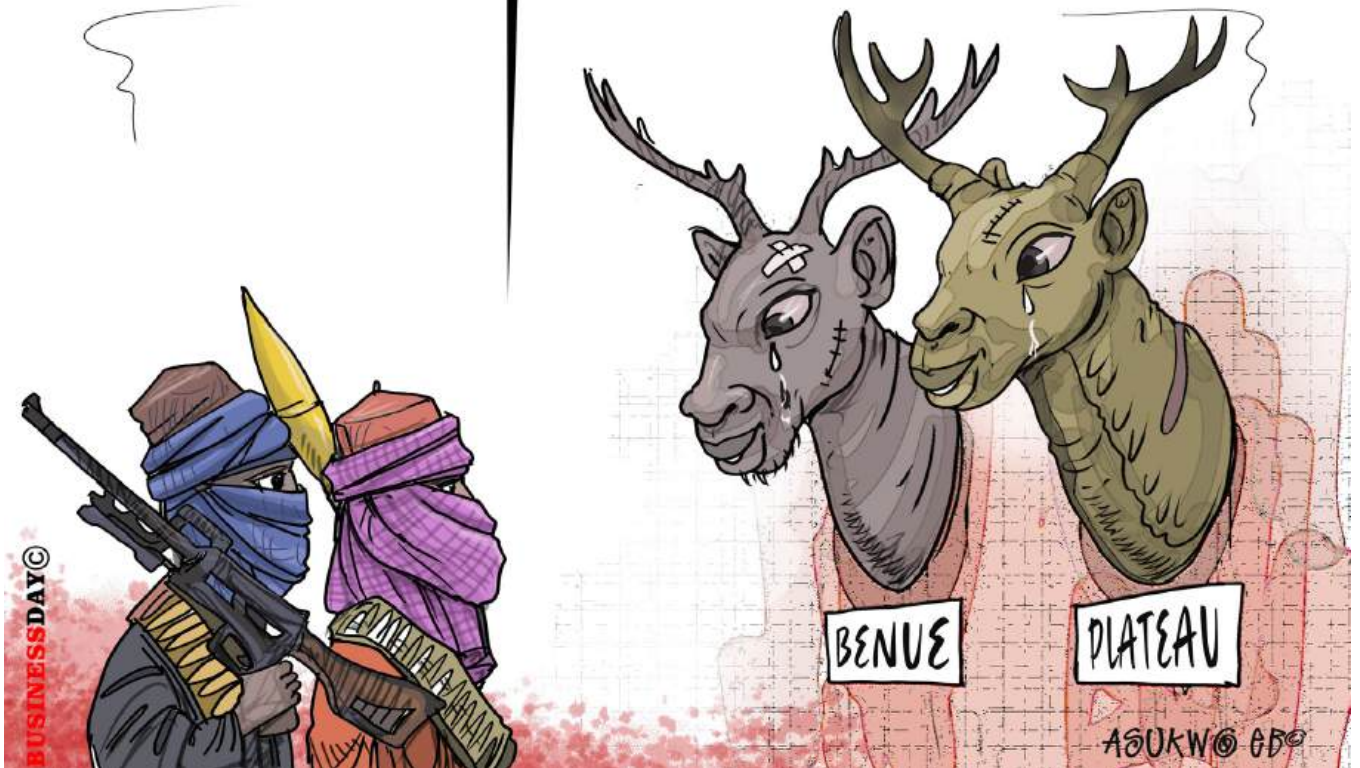
THE PRESIDENT DESERVES A BEFITTING RECEPTION WHEN HE RETURNS

BUSINESSDAY©



THE HUNTERS

THE GAME



"Food Has a Unique Way of Connecting People"

— Ify Mogekwu on Her Journey from Law to Cuisine



Ify Mogekwu is a renowned food storyteller, culinary consultant, and award-winning entrepreneur redefining African cuisine through digital media, education, and brand collaborations. As founder of Ify's Kitchen, she champions mindful eating and vibrant flavours, reaching over seven million followers globally.

With a background in corporate law at ACAS-Law (now Dentons ACAS), she spent 14 years advising multinationals before transitioning to the food industry. She has hosted a DSTV cooking show, developed online courses, and consulted for top food brands. In this interview with Chisom Michael, she discusses African cuisine, digital storytelling, and culinary innovation. Excerpts:

Can you share the story of how and why you started Ify's Kitchen? What inspired you to transition from a successful legal career to pursuing your passion for food and culinary storytelling?

My journey into the world of food began long before I left my legal career. While I enjoyed my work at ACAS-Law and built a successful career advising corporations on governance and compliance, I always harboured a deep passion for cooking and storytelling. I found that food has a unique way of connecting people, celebrating culture, and empowering individuals to express themselves.

In 2016, I took action and founded Ify's Kitchen. It was an intentional choice to redefine how we view everyday cooking—transforming it into a creative, accessible, and joyful experience. I wanted to share vibrant flavours, authentic recipes, and the rich culinary heritage of Africa with a global audience, all while championing the idea that cooking is for everyone.

Transitioning from law to food wasn't without its challenges, but the desire to empower home cooks and demystify the art of cooking fueled my decision. Today, I'm grateful to be living my passion and inspiring others through culinary storytelling, proving that when you follow your heart, you can create a legacy that nourishes both the body and the soul.

What were the biggest challenges you faced when starting Ify's Kitchen, and how did you overcome them while balancing your legal career at the time?

Balancing a demanding legal career while launching Ify's Kitchen was certainly challenging. One of the biggest hurdles was managing time—juggling a full-time role as a lawyer with the creative and operational demands of building a new brand. I often found myself working long hours, dedicating evenings and weekends to developing recipes, filming content, and engaging with my audience.

Another significant challenge was stepping into an unfamiliar territory. Transitioning from a structured legal environment to the dynamic world of culinary storytelling required me to learn

new skills rapidly—from video production and editing to digital marketing and community management. I overcame these challenges by being intentional with my time, prioritising tasks, and gradually building a team that shared my vision.

Ultimately, my passion for food and the drive to empower others through accessible cooking kept me motivated. I realised that my background in law provided me with a unique perspective on discipline, strategic thinking, and attention to detail—qualities that have been invaluable in growing Ify's Kitchen. Through persistence, continuous learning, and a supportive network, I was able to overcome these challenges and successfully transition to a full-time career in culinary storytelling.

You've built a community of millions of food lovers across your platforms. What do you believe is the key to creating such a strong and engaged audience in the digital space?

I believe the key lies in authenticity and consistency. From the start, I made it a priority to create content that not only delivers delicious recipes but also tells a story—one that resonates with the everyday experiences of my audience. By staying true to my passion for food and cultural heritage, I've been able to foster a genuine connection with viewers.

Engagement has been built through a two-way conversation: I always listen to feedback, incorporate viewers' ideas, and engage with them in the comments section. Consistency in both quality and messaging has helped build trust over time. Ultimately, it's about creating a community where people feel empowered, valued, and inspired to explore the transformative power of soulful cuisine.

You have excelled in law and the culinary industry, what advice would you give to other women looking to break into the culinary industry or pursue unconventional career paths?

I'd say the most important advice is to believe in your unique value. Your diverse experiences are an asset, not a liability. For me, transitioning from law to the culinary world was all about trusting my passion and recognising that the skills I honed in one field—discipline, critical thinking, strategic planning—could be powerfully applied to the other.

I encourage women to embrace unconventional paths without fear. Stay authentic, invest in continuous

learning, and build a supportive network. Whether it's breaking into the culinary industry or any field that calls to your passion, never let traditional boundaries limit you. Instead, use them as a stepping stone to create your own innovative and impactful career journey.

Above all, remember that your voice and vision matter—empower yourself and others by sharing your unique story.

How do you see the role of women in shaping the food industry, particularly in Africa, and what steps do you think can be taken to empower more women to take on leadership roles in this space?

Women have always been at the heart of Africa's rich culinary traditions, and today they're increasingly shaping the industry with innovation, resilience, and leadership. I believe that empowering more women in the food sector starts with celebrating their contributions—whether as home cooks, entrepreneurs, or industry experts—and creating platforms that amplify their voices.

To further empower women in this space, we need to invest in mentorship programs, provide access to business and culinary education, and foster networks that encourage collaboration. When women are supported to take on leadership roles, they not only drive creative culinary innovation but also inspire communities and future generations to challenge norms and pursue their passions. Through intentional policy changes and active community engagement, we can continue to redefine the food industry in Africa and globally.

Your work celebrates African and continental cuisines. How do you approach showcasing traditional recipes while also incorporating modern culinary techniques to appeal to a global audience?

I believe in honouring tradition while embracing innovation. When showcasing traditional recipes, I start by deeply understanding the history and cultural significance behind each dish. This forms the foundation for authenticity. Then, I experiment with modern culinary techniques to enhance flavours, textures, and presentation—making these recipes accessible and exciting for a global audience.

It's about striking a balance: preserving the soul of the original dish while infusing it with contemporary twists that resonate with today's food lovers.

Whether it's through refined plating, innovative ingredient substitutions, or creative fusion elements, my goal is to celebrate African and continental cuisines in a way that respects their heritage and excites modern palates.

When considering brand collaborations, I prioritise partnerships that reflect the core values of Ify's Kitchen

You've collaborated with over 30 brands and served as a brand ambassador for major companies. How do you ensure that your partnerships align with your personal values and the vision of Ify's Kitchen?

When considering brand collaborations, I prioritise partnerships that reflect the core values of Ify's Kitchen—authenticity, quality, empowerment, and a genuine passion for food. I take the time to understand each brand's mission and ensure their messaging aligns with my own, as well as with the vision I have for celebrating African and continental cuisines. This means I only partner with companies that I truly believe in, ensuring that every collaboration adds value to my audience while staying true to the integrity and storytelling that define my work.

What impact do you hope your online cookery courses and food consulting services will have on aspiring chefs and home cooks, particularly in Nigeria and across Africa?

I hope that my online cookery courses and food consulting services empower aspiring chefs and home cooks to embrace the transformative power of cooking. My goal is to demystify culinary techniques and inspire creativity, enabling individuals—especially in Nigeria and across Africa—to confidently explore and innovate with our rich culinary heritage.

By providing practical skills, strategic guidance, and a platform for storytelling, I aim to nourish both talent and passion, fostering a community that celebrates the art of cooking while championing local flavours and global standards. Ultimately, I envision a future where every home cook and emerging chef can access the knowledge and resources needed to thrive, innovate, and make a meaningful impact in the food industry.

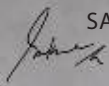
You've won multiple awards, including the GAGE Award for Food Vlogger of the Year and the YouTube Black Voices recognition. How do these accolades influence your work, and what do they mean to you personally?

These accolades are truly affirming—they not only validate the hard work and passion I pour into Ify's Kitchen but also serve as a constant reminder that our vision resonates with so many people. Winning awards like the GAGE Award for Food Vlogger of the Year and receiving recognition from YouTube Black Voices inspire me to continue pushing the boundaries of culinary storytelling. They motivate me to keep delivering authentic, innovative content that empowers and celebrates the rich heritage of African and continental cuisines.

On a personal level, these honours are deeply meaningful. They reinforce my belief in the transformative power of food and storytelling, and they remind me that when you stay true to your values and vision, the impact you make can extend far beyond the screen. Ultimately, they drive me to strive for excellence every day and to empower others to embrace the art of cooking as a way of nurturing both body and soul.

Beyond food, you're passionate about youth empowerment and mentorship. Can you share how you incorporate these values into your work, and what initiatives you're most proud of in this area?

I strongly believe that empowering the next generation is just as essential as celebrating food. Beyond creating culinary content, I integrate youth empowerment and mentorship into my work by actively engaging with aspiring chefs and creative minds. I host free online workshops and mentorship sessions where I share not only cooking techniques but also the lessons I've learned from my professional journey—encouraging them to pursue unconventional career paths with confidence and purpose.



In addition, I've consistently supported youth empowerment programs through brand partnerships—volunteering my time and expertise to mentor emerging culinary talent. These collaborations allow me to give back and help build a stronger, more empowered community in the culinary world.

Looking ahead, what is your vision for the future of Ify's Kitchen, and how do you plan to continue redefining the African culinary industry on a global scale?

My vision for Ify's Kitchen is to transform it into a global culinary hub that not only celebrates Africa's rich food heritage but also pioneers innovative culinary trends. I plan to continue redefining the African culinary industry by forging strategic global partnerships, expanding our educational platforms, and showcasing traditional recipes with modern twists that resonate with audiences worldwide.

By nurturing local talent, investing in technology, and leveraging immersive storytelling, I aim to create a dynamic space where traditional flavours meet contemporary techniques. This will empower both home cooks and professional chefs to embrace innovation while staying rooted in authenticity.

Ultimately, I envision Ify's Kitchen as a catalyst for cultural exchange—a vibrant community that inspires and empowers individuals to explore, create, and share the transformative power of African cuisine on a global stage.

A close-up portrait of Collins Nzekwe, a man with a dark beard and mustache, wearing a dark blue suit jacket over a white collared shirt. He is looking directly at the camera with a neutral expression. The background is a light-colored, textured wall.

Trailblazing Across Borders: An Interview with Collins Nzekwe



In a world where innovation, impact, and international reach are the cornerstones of modern leadership, Collins Nzekwe stands out as a dynamic force. A seasoned management consultant with a multifaceted background spanning banking, consulting, and entrepreneurship, Collins brings a global perspective rooted in purpose. With an MBA from the prestigious Schulich School of Business at York University and further certifications from Yale and Harvard, his academic pedigree is only the beginning.

As the founder and managing partner of Lex Consulting Group, a strategic consulting firm operating across the U.S., Canada, and Nigeria, Collins helps organizations unlock growth in emerging markets through bespoke go-to-market strategies.

His influence extends far beyond boardrooms. Through ThinkAfrica—a diasporan organization he co-founded—Collins is helping bridge the gap between young African professionals abroad and opportunities on the continent, connecting talent with purpose and potential.

From his early days navigating the fast-paced world of Nigerian banking to becoming a trusted advisor

for international companies and governments, Collins has consistently merged business acumen with a deep commitment to social impact. In this exclusive interview with founding editor Lehlé Baldé, she sits down with the man behind the mission to talk strategy, innovation, and what it means to create change across continents.

What inspired your transition from banking to consulting and entrepreneurship?

Picture this: I'm in a glass office in the heart of the city, buried under Excel sheets and portfolio reports when it hits me, I've mastered the art of numbers, but where's the impact? Banking gave me solid discipline and structure (and taught me how to survive off coffee and back-to-back meetings), but I found myself yearning for something more dynamic, something that let me roll up my sleeves and help businesses build from the ground up. Consulting was that perfect cocktail—strategic, fast-paced, and deeply rewarding. Entrepreneurship? That was the garnish on top. It allowed me to shape my narrative and directly influence outcomes.

Can you share the story behind founding Lex Consulting Group and its key impact so far?

Lex Consulting Group didn't start in a boardroom with a vision deck; it started on the ground, during a consulting project in West Africa. I was working with a company that had the drive but kept hitting invisible walls. That experience stayed with me. I realized that many African businesses aren't short on ideas—they're short on access, insights, and tailored support. Lex was born to bridge that gap. Today, we've worked with everyone from first-time founders to global giants trying to crack the African code. Our work has sparked growth, unlocked capital, and, yes, led to a few celebratory dances in office corridors.

What are the biggest challenges international businesses face when entering African markets, and how does Lex Consulting help navigate them?

Let's not sugarcoat it, doing business in Africa is not for the fainthearted. There are days when the power goes out, the internet ghosts you and

regulatory updates feel like plot twists. But that's where we shine. Lex Consulting dives deep into the nuance. We decode the fine print, bring in the right partners, and localize strategies in a way that makes sense on the ground, not just on PowerPoint. We help clients navigate the maze, find their rhythm, and ultimately, win.

How does ThinkAfrica bridge the gap between young professionals in the diaspora and opportunities on the continent?

ThinkAfrica is my love letter to the diaspora. It's a platform built to ensure that our brightest minds abroad don't lose touch with the continent's heartbeat. We run mentorships, career accelerators, and linkages that turn passion into purpose. Because let's face it—there's only so much fulfillment you can get from brunch and boardrooms in Washington, DC or Toronto. Sometimes, the real magic is in building back home.

What sectors in Africa are currently the most attractive for Foreign Direct Investment (FDI), and why?

Africa is no longer just rising; it's roaring. If you're looking for where to place your bets, look at technology (especially fintech and AI), renewable energy, smart agriculture, digital education, and healthcare. The population is young, mobile-savvy, and hungry for solutions. The kicker? These aren't just profit-making opportunities; they're impact-driven and socially transformative. Win-win.

As an entrepreneur, what are the most critical factors for building a successful business in Africa today?

If you're coming into Africa with a "copy-paste" mentality, good luck. What works in Berlin may flop in Lagos. Success here means understanding nuance, building trust over time (not just with emails, but with presence), and staying agile. Also, hire well. Your people will make or break you. And embrace tech. Africa is a leapfrog continent—we don't follow trends; we set them in our way.

How have your experiences with institutions like the World Bank, IMF, and Forbes influenced your approach to leadership?

Having gained invaluable experience with the World Bank was like getting a backstage pass on how global

economies operate. You see the macro forces, the data-driven decisions, and the ripple effects. But you also learn diplomacy—how to bring people together and drive consensus. My time with Forbes as a Forbes Fellow, however, reminded me of the power of storytelling. It's not just what you do, but how you frame it. A good story opens doors, wins hearts, and attracts partnerships.

What role do innovation and social impact play in your business strategies?

At Lex, we're not just chasing profits, we're solving problems. Whether it's helping an agri-startup reach remote farmers or supporting a female-led tech company scale across borders, the impact is built into our DNA. We don't do innovation for innovation's sake. We innovate with purpose. And sometimes, the best ideas come not from board meetings, but from chats with market women or late-night brainstorming over suya.

How will Africa's business landscape evolve in the next 5–10 years?

Fast forward 5 to 10 years, and Africa's business scene will be barely recognizable—in a good way. I see more startups disrupting industries, governments embracing digital frameworks, and investors finally seeing Africa not just as a risk but as a runway for growth. Sustainability will move from buzzword to baseline. And more young entrepreneurs will rewrite what success looks like: Afrocentric, tech-enabled, and unapologetically bold.

What advice would you give to young Africans in the diaspora looking to contribute to the continent's development?

Stay connected. Not just via WhatsApp groups or jollof wars, but through actual engagement. Africa is evolving, and it needs your voice, your skills, and your ideas. Whether you're a consultant in the U.S., a coder in Canada, a lawyer in the UK, or a designer in Dubai, there's room for you here. Start by visiting, collaborating, mentoring, and investing. Africa isn't just your past, it can be your future, too.

10 FUN WAYS TO ENJOY EASTER WITH FAMILY WITHOUT SPENDING A DIME

ESTHER EMOEKPERE



Let us be honest—Sapa is real. Between skyrocketing food prices and unpredictable transport fares, even a simple family outing can feel like a luxury. But who says you need to spend money to have a good time?

Fun does not have to come with a receipt. This Easter, here are zero-cost family activities that promise laughter, bonding, and sweet memories, without touching your wallet.

Host a home talent show

Let every member of the family show off their hidden skills, singing, dancing, acting, comedy, or even storytelling. Make a paper crown for the winner. It is silly, fun, and ridiculously entertaining.

Organise a family debate or game night

Set up a debate like “Who rules the world: Jollof or Fried rice?” or play old-school games like charades, “Who Am I?”, or spelling bees. Winner gets bragging rights (and possibly the last piece of meat).

Create a backyard or living room picnic

Spread a wrapper or mat, bring out leftovers, and pretend you are in a fancy park. Bonus points for sunglasses and pretending to swat imaginary flies.

Take a walk around the neighbourhood

Explore your area like tourists. Go on a photo walk, spot interesting houses, or greet neighbours you always pass without a word. You would be surprised what you will notice when you slow down.

Rewatch classic Nigerian films or cartoons

Dust off old DVDs or stream classics like “Aki na Ukwa” or even Mr. Ibu. Nostalgia is free and always hits the spot.

Do a family photo challenge

Using just your phone, assign fun themes like “funniest pose,” “best OOTD,” or “most creative selfie.” Let everyone judge and laugh at each other’s attempts.

Go memory hunting

Bring out old photo albums or family documents. Let the kids ask questions. Let grandma share those wild stories. Reconnect over the past, and maybe even discover some juicy family gist.

Try a home workout or dance-off

Search for free dance workout videos or create your own moves. Whether it is Afrobeat, Makossa or Shaku Shaku, moving your body together is healthy fun, no gym membership needed.

Make DIY crafts or decor

Got empty bottles, cartons, or Ankara scraps? Turn them into vases, wall art, or anything creative. It is bonding time and creativity in one package.

Cook or bake together with what's at home

Challenge yourselves to make a meal using only what is left in the house. No market runs. It might be a disaster or a delicious surprise, but it is definitely going to be memorable.

**REACHING OVER
23,000 CHILDREN ISN'T
JUST A METRIC, IT'S A
MOVEMENT OF HOPE**
- Osuntuyi





Reaching over 23,000 children isn't just a metric, it's a movement of hope - Osuntuyi Adedolapo Osuntuyi is a social impact leader, education equity advocate, and founder of Dolly Children Foundation, a nonprofit committed to transforming the future of underserved children through access to quality education, teacher training, and community . With over 15 years of experience, she has impacted 23,000+ children, trained 2,500+ teachers.

A YALI Fellow, published author, and Education Champion (African Humanitarian Awards 2025), Osuntuyi is passionate about breaking cycles of poverty and ensuring that no child is left behind. She is also the convener of the Edufuture Conference and actively works at the intersection of policy, education, and social justice across Africa.

Osuntuyi's father's childhood story has been a deep source of inspiration for her. He was fortunate to benefit from the free primary education introduced by Chief Obafemi Awolowo in the Western Region; an opportunity that changed the trajectory of his life.

Hearing those stories growing up, opened her eyes to the life changing power of access; hence the inspiration behind 'Dolly Children Foundation'. In this interview with IFEOMA OKEKE-KORIEOCHA, she takes us through the journey of 16 years in the foundation, the success stories and aspirations for the future.

This April marks 16 remarkable years of Dolly Children Foundation. Looking back, what was the original inspiration behind founding this initiative?

The original inspiration came from witnessing, first-hand, the heartbreaking realities of children growing up without access to quality education especially in underserved communities. My father's story, growing up as a brilliant child who couldn't go to school due to poverty, stayed with me. I realized there were still thousands of 'little Simeons' out there, whose dreams were being cut short not because they lacked potential, but because they lacked opportunity. I knew I had to be part of the solution.

How has the foundation evolved over the last 16 years—from your initial goals to the reality of today?

We began with a simple goal: to support a few children in staying in school. Sixteen years later, Dolly Children Foundation has grown into a dynamic, multi-faceted organization driving real change at the grassroots. What started with tuition and scholarship support has now expanded into literacy programs, after-school enrichment, mentorship, skills training, school refurbishment projects, and holistic support for children and their families—including mothers.

Today, we operate in multiple communities, offering integrated programs that empower not just children, but also the women who raise them. We've also launched the Edufuture Conference, now a premier platform for education innovation, advocacy, and action in Africa. Through this initiative, we bring together policymakers, educators, and change makers to accelerate progress toward SDG 4 (Quality Education), SDG 10 (Reduced Inequalities), and SDG 17 (Partnerships for the Goals).

While the scale of our work has grown, the core of our mission remains unchanged: to ensure that every child regardless of background has the opportunity to learn, grow, and thrive.

With over 23,000 children reached, what would you say are the most defining success stories or metrics that reflect the foundation's impact over the years?

Every child's transformation is a story worth telling. But I'm especially proud of children like Fathia, who was at risk of dropping out but is now thriving in school, thanks to a sponsor who believed in her. Or Pamilerin, who we supported all through primary school and recently wrote her WAEC and NECO. Beyond numbers, these stories reflect real, lasting impact. Reaching over 23,000 children isn't just a metric, it's a movement of hope.

What are some memorable turning points or challenges in these 16 years that significantly shaped the growth of Dolly Children Foundation?

One turning point was when we decided to run a free-tuition school for children in hard-to-reach communities. It was a leap of faith that required serious fundraising and restructuring. Another challenge was navigating the COVID-19 pandemic, which forced us to rethink how we deliver impact remotely. But through every challenge, our resilience and the unwavering support of our team and partners kept us going.

Your partnership with organizations like OPay Digital Services Limited and Gamaliel & Susan Onosode Foundation has expanded your reach. How do such collaborations enhance your mission and sustainability?

Collaborations like these bring not just resources, but new energy, innovation, and reach. With OPay and Gamaliel & Susan Onosode Foundation, we were able to scale the Back -to-School Project and support more children. Partnerships help us stay accountable, amplify our impact, and ensure sustainability. They remind us that we're not alone - there are many others committed to building a better future for children.

The foundation's story has personal roots especially linked to your father's childhood experiences. Could you shed light on how this shaped your passion for child empowerment?

Absolutely. My father's childhood story has been a deep source of inspiration for me. He was fortunate to





benefit from the free primary education introduced by Chief Obafemi Awolowo in the Western Region; an opportunity that changed the trajectory of his life. That initiative gave many children in his community, including him, their very first chance to sit in a classroom.

Hearing those stories growing up opened my eyes to the life changing power of access. It made me realize that when education is made available and accessible, even at the most basic level, it can ignite possibilities and transform generations. That realization is what fuels my passion to ensure that no child is left behind simply because of where they were born or what their family can afford.

You were recently recognized with the African Humanitarian Award as an ‘Education Champion.’ How does this recognition affirm your journey and fuel your next steps?

Receiving the African Humanitarian Award as an ‘Education Champion’ was both humbling and deeply affirming. For me, this work has never been about recognition, it’s a response to a higher calling and a deep, personal desire to positively impact lives, especially those of children who would otherwise be forgotten by the system. So, the award wasn’t just a celebration of my efforts; it was a powerful acknowledgment of the collective dedication of every volunteer, donor, partner, and child who dared to believe in the power of education. It reminded me that the world is watching, and that the seeds we plant no matter how quietly are growing. This recognition fuels my resolve to go even further, to speak louder for the voiceless, and to ensure that quality education becomes a reality for every child, not a privilege for a few.

As you celebrate 16 years of impact, what are the next big dreams or aspirations for Dolly Children Foundation?

The dream is to scale our impact nationally and regionally, to adopt more underserved schools, expand our scholarship and mentorship programmes, and build a fully equipped learning hub. We also want to push policy conversations around last-mile learning and educational equity. Ultimately, the goal is to close the gap, one child and one community at a time.

In what ways are local communities actively involved in your programmes, and how do you ensure that your interventions remain culturally relevant and sustainable?

Community inclusion is at the heart of what we do. We engage local leaders, parents, caregivers and even the children themselves in designing and implementing our programmes. By listening first, we ensure our interventions are rooted in the community's context.

This bottom-up approach helps us build trust, promote ownership, and ensure long-term sustainability.

What message do you have for donors, partners, and volunteers who have stood with you over these 16 years and what would you like new supporters to know?

To our long-standing supporters: thank you for being the wind beneath our wings. Your belief in our mission has made this journey possible. To new supporters, we welcome you on board. You're not just giving to a cause; you're joining a family of changemakers rewriting the stories of children who once had no chance.

Lastly, what advice would you give to young changemakers in Nigeria who want to build enduring impact-focused organizations like yours?

Start with passion, but build with purpose. Be consistent. Lasting impact takes time and patience. Surround yourself with people who believe in your vision, and never underestimate the power of starting small. Every meaningful movement begins with a single, bold step. Above all, stay connected to the people you're trying to serve. Let their voices, needs, and realities shape your solutions because true and lasting change doesn't come from the top down; it grows from the ground up.



OLUFEMI OGUNTAMU ON BUILDING 'HANDLE IT AFRICA' AND SHAPING THE FUTURE OF THE CREATOR ECONOMY

IFEOMA OKEKE-KORIEOCHA





When you think about Africa's creative economy - the young people turning creativity into careers, using content to shift culture and build communities - one name echoes with quiet yet profound consistency: Olufemi Oguntamu.

Olufemi has built Handle It Africa from what started as a simple conference into something far more expansive - a compass, a call to purpose, a platform. It's where creators, thought leaders, and dreamers converge to learn, connect, support one another, and most importantly, to believe again.

When Olufemi launched Handle It Africa in 2017, it was more than a passion project, it was a response. A response to the chaos, misinformation, and lack of structure in the digital creator space. He envisioned a gathering that wouldn't just discuss social media trends, but challenge creators to be intentional, to collaborate, and to access the resources they need to thrive.

Under his leadership, what was once a yearly event has grown into a lighthouse for creators, communicators, and everyday people seeking clarity, inspiration, and strategic guidance through its intimate and engaging sessions.

Over the years, Handle It Africa has done what many platforms only aspire to: it has built a community, sparked ideas, and changed lives. And in a continent where access often feels reserved for a privileged few, Olufemi and his team have carved out space for the many, amplifying creative voices and nurturing talents to their finest expressions.

Whether through the electrifying panels filled with continent's brilliant minds or the quiet intimacy of breakout sessions, the ripple effect of each Handle It Africa edition is undeniable. Since its inception, over 5,000 people have passed through its doors, walking away informed, connected, and empowered. For some, it was the push to start a YouTube channel. For others, the confidence to pitch a brand. For many more, it was the beginning of daring to dream again.

And Olufemi isn't stopping.

He understands, perhaps more than most, that the creator economy isn't just about content, it's about dignity, economic access, cultural expression, and the power to shape narratives. Through his media company, Penzaarville Africa, he has groomed some of Nigeria's most celebrated digital creators,



including everyone's fave - Layi Wasabi, Kiekie, Diary of a Naija Girl, Broda Shaggi. Tayo Aina, Tomike Adeoye, proving again and again that with the right mix of strategy, support, and storytelling, greatness is inevitable.

Beyond the big names, Olufemi remains committed to democratizing success. Just recently, from Handle It Africa's Women's Day event which was in collaboration with The British Council, a young film producer, Temi-Ami Williams, walked away with a \$1,000 grant to bring one of her creative ideas to life. This is what Olufemi is about: rewarding potential, fueling ambition, creating space.

Looking ahead, the vision is bigger, bolder, and more inclusive. Olufemi and his team are set to host more intimate and high-impact gatherings, targeted masterclasses, and funding initiatives that help creators not just start, but scale. His ultimate goal? To equip a generation with the tools to own their stories, monetize their craft, and shape Africa's digital future with intentionality and pride.

As it is often said, one of the most powerful gifts you can give someone is belief. In Handle It Africa, Olufemi Oguntamu has given that gift - a container for belief, a home for possibility, and a springboard for dreams. And in doing so, he's building a legacy.



FROM FABRIC TO FILM: How “Aso Ebi Diaries” stitched Nigeria's fashion, culture into cinematic history

IFEOMA OKEKE-KORIEOCHA



Nigerians wear matching outfits to weddings, funerals, and birthdays not just to make a fashion statement, but to express unity and cultural pride.

Called Aso Ebi, or “family cloth” in Yoruba, the tradition unites all ethnic groups and showcases a display of togetherness.

This cultural identity has found new life on the big screen with the release of Aso Ebi Diaries,

a Nollywood film that brings the colours, drama, and deep-rooted meaning of Aso Ebi to cinematic spotlight.

The 120-minute film, available in cinemas across Nigeria and Ghana from April 18, 2025, is more than just a movie. It is also a cultural revival. Packed with drama, colour, laughter, and love, Aso Ebi Diaries brings the flair of Nigerian celebrations to the screen and tells a deeper story about tradition, identity, and togetherness.

A tradition rooted in love and loyalty
Originally rooted in Yoruba culture, Aso Ebi has evolved into a national and even West African phenomenon. The earliest forms date back to age-grade societies, where coordinated dressing symbolised unity within communal groups.

With colonisation and the influx of imported fabrics like lace in the 1900s, the tradition took on a new, glamorous life.

“What started in our villages has now become a pan-African fashion statement,” Laide Daramola, founder of Lady Laide Studios and producer of the film said at the movie premiere held recently in Lagos. “It is more than just looking good, it is about belonging.”

Synopsis: A movie that mirrors life and elevates It

Directed by Biodun Stephen, *Aso Ebi Diaries* tells the story of Elizabeth Gomez, a young woman whose life spirals after a family scandal strips her of wealth and identity.

Determined to rebuild her status, she reenters Lagos’ elite social scene, enlisting the support of her loyal friends, Chizzy and Temi. With her flair for fashion and Aso Ebi ensembles, Elizabeth, also known as Fari, uses style as both armour and statement. But

love complicates her plans; she finds herself caught between Dimeji, the devoted friend who has always stood by her, and Kitan, her childhood crush who reappears with hidden truths.

In the end, she must make a choice between the pull of her past and the love waiting in her future.

“The movie is about heartbreak, betrayal, resilience, a tribute to the unbreakable bonds of friendship and family,” said Frances Okeke, the film’s scriptwriter.

“It highlights our love for parties, the symbolism of Aso Ebi, and what these celebrations mean to us as Nigerians.”

The cast is a constellation of Nollywood stars, including Shaffy Bello, Kunle Remi, Nancy Isime, Bukky Wright, Daniel Etim Effiong, and more. Costume designers Yolanda Okereke and Janet Aiyegbusi breathe life into every scene with elaborate outfits that fuse tradition with high fashion.

One fabric, many stories

According to the producer, the idea behind *Aso Ebi Diaries* was deeply personal. “When I moved back to Nigeria from the UK in 2007, I didn’t have a





community,” she said. “But at parties, through Aso Ebi, I found a connection. I found sisterhood.”

Speaking further, Daramolsa said the movie is a love letter to those bonds. “Every woman who has ever contributed to an Aso Ebi, whether out of joy or obligation, has a story to tell. Some of us have laughed at it,” she said.

“Some of us have cried in it. That is what this movie is about; the threads that hold us together, even when life tries to tear us apart.”

Kunle Remi, who played Dimeji, a charming generational Aso Ebi dealer, believes the film also shines a light on the unseen labour and passion behind the culture.

“We often see the glamour; beautiful people in matching outfits,” he said. “But there’s also sacrifice

behind it. People hustle to pay for Aso Ebi to show love and loyalty. My character represents that generational hustle.”

The film’s exploration of identity resonates far beyond Nigeria’s borders. Abike Dabiri, Chairman of the Nigerians in Diaspora Commission, sees the movie as a cultural export. “For Nigerians abroad, Aso Ebi is more than style, it is a lifeline back to our roots. I have worn our fabrics overseas and people always stop to admire it. They see elegance. But for us, it is our heritage.”

“This film is not just about fashion or fabrics,” she continued. It is about reminding the world and ourselves that we come from something rich, something worth celebrating.”

Also at the event, Bukky Wright, who played the mother of Elizabeth Gomez, described filming as a nostalgic and emotional experience. She also discussed the movie’s impact on our culture, saying, “Aso Ebi is our culture. The truth is, people are now embracing African prints. Even though I live abroad, we have come to appreciate our cultural heritage and I have been looking

forward to wearing this.”

For Daniel Etim Effiong, whose role was a heartbroken lover, the symbolism of Aso Ebi goes beyond costume.

“My character was broken, but even in pain, he showed up to support someone he loved,” he said. “We wear them not just to celebrate but to show up for each other.”

These layered stories; from Lagos markets to diaspora gatherings, are what etched Aso Ebi Diaries into cinematic history. As the film prepares to hit screens across West Africa, it does more than entertain; it tells the story of a people united by fabric, fashion, and feelings.

5 REASONS EVERY PARENT SHOULD TAKE THEIR KIDS TO SEE 'KING OF KINGS' THIS EASTER



The Easter period is for family time, good food and reflection but to make it even more memorable this year, why not take your kids to see King of Kings?

In King of Kings by Angel Studio, a father tells his son the greatest story ever told, and what begins as a bedtime tale becomes a life-changing journey.

Through vivid imagination, the boy walks alongside Jesus, witnessing His miracles, facing His trials, and understanding His ultimate sacrifice. The King of Kings invites us to rediscover the enduring power of hope, love, and redemption through the eyes of a child.

It is an animated Christian film that brings the Easter story to life in a way that's engaging for kids and meaningful for adults too.

Whether your little ones are hearing the story of Jesus for the first time or already know it well, King of Kings is a beautiful way to spark conversation, deepen their understanding, and create new memories together.

1. It Makes the Easter Story Real

Watching the story of Jesus unfold on screen hits

different. King of Kings brings the emotion, sacrifice, and hope of Easter to life for them and for you.

2. It Gets the Conversation Started

King of Kings opens the door for big questions about love, forgiveness, and sacrifice in a way that's grounded and relatable.

3. It is

Powerful

It is visually stunning, emotionally charged, and filled with moments that stick with you without feeling forced or overdone.

4. It Meets Them Where They Are

Whether your kids are just learning about Jesus or they have grown up in church, King of Kings makes the story feel fresh. It's not too heavy for the young ones, but still deep enough to connect with older kids and you too, of course.

5. It Might Just Become a New Tradition

There's something special about watching something meaningful as a family. This could be your new Easter thing right alongside the good food.

So yes, take the kids. Take your nieces and nephews. Take yourself. This Easter let us remind ourselves and the little ones what it is really all about.

King of Kings by Angel Studios is showing now in Filmhouse cinemas. It's definitely worth the trip.

NIGERIA SITS ON A TIME-BOMB, AS STUDENTS ESCAPE CLASSES

CHARLES OGWO



One examination morning, some group of students were seen in a 'tug of war' affair as the lecturer insisted they would not enter the hall because they failed to make the mandatory 75 percent class attendance rule.

One of the students who spoke with BusinessDay said she did not make the mandatory 75 percent attendance required at the institution because she had a baby, which according to her was functional to the persistent and long lecturers' strike then.

The lecturer insisted that the student and her colleagues had no excuse whatsoever to stay away from the classroom bearing in mind that they applied for the course and were given the needed orientation on what it takes to be a graduate from the university.

Study has shown that many students are staying away from classes, despite their quest for the certificates. Empty classroom menace is seen fueling the learning crisis in many tertiary institutions across Nigeria.

Rebecca, not her real name, was serving a media firm during her compulsory one year NYSC, and on this fateful day, the editor of the media asked her to write a news story.

For some hours, the corper, as they are fondly called remained speechless, doing nothing, when asked what are you writing on? She quickly said; I don't know what to write.

Then, another question was thrown at her, as HND holder in Mass Communication, does it mean you



didn't practice news writing in school? And she responded, "We would ordinarily contribute money and give to the lecturers, we're not attending lectures."

BusinessDay finding shows that student absenteeism is not limited to polytechnics, and colleges of education; the vicious cancer has spread across all universities in the country.

Shola Ajao, a civil servant, shared her experience while on campus at one of the public polytechnics. "One of the reasons many students stay away from classrooms is lack of prioritisation. Most of the students cohabit with the opposite sex, and this in a way tends to affect their commitment to their studies. "When a girl is living with a young spouse on campus, what exactly do you expect, of course, they will sleep and wake at will, sometimes, pregnancy is involved," she said.

Ajao told a story how she visited a friend at Ilaro Poly, while they were at the students' affairs unit, they noticed that a female student who was cohabiting with a male student was drag to the police station because she fought the landlord of the house on behalf of her campus husband.

"How will such a person be in the classroom when she was tossed up and down with unnecessary love affairs," she asked.

Similarly, Azubuikwe Ofor, an accountant, blamed the unholy attitude to wrong association such as cultism and gangsters which he said has a way of distracting students while on campus.

Lecture avoidance is gradually becoming a way of life in many Nigerian higher institutions; as many students

now prefer to skip classes at the slightest excuse.

However, this is not peculiar to Nigeria alone, as research shows that student absenteeism is a global phenomenon, varying only in degree.

Unfortunately, most of the time the lecturers are blamed for poor learning outcomes, especially in Nigeria, neglecting other metrics that bear on quality learning goals.

Lecturers are often accused of being apathetic, uninspiring, or insufficiently skilled to attract students to lectures and retain them. Their commitment and passion are questioned, and they are also censured for prioritising their convenience over the needs of students.

Lecturers on the other hand, blame students for lack of seriousness.

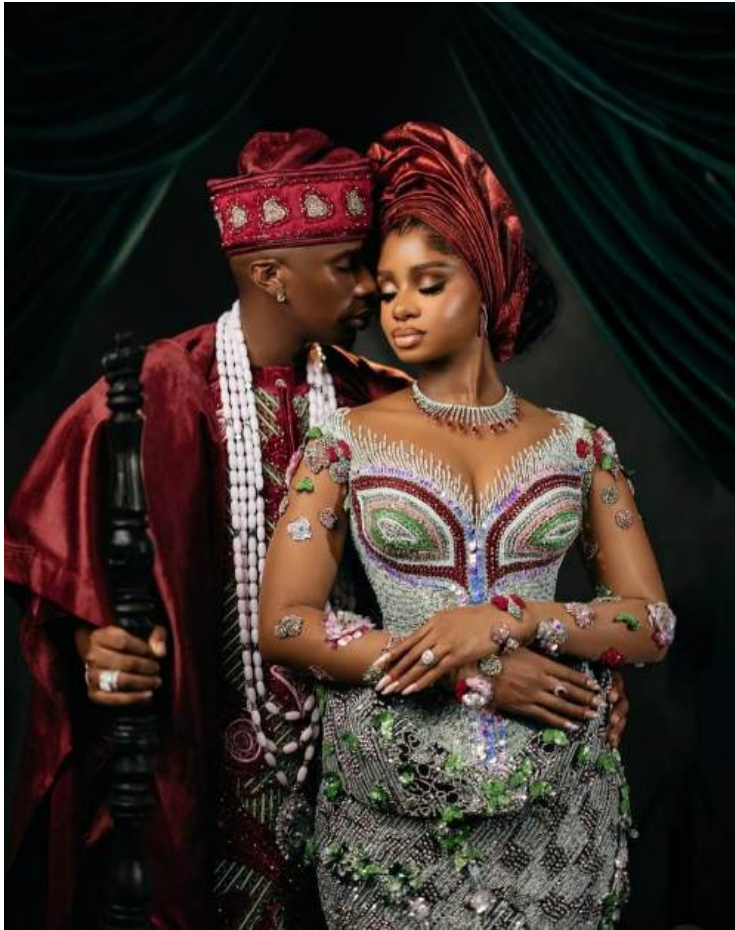
Gloria Akin, a teacher, speaking of her experience while at the University of Lagos, said, "Many students are merely interested in obtaining degrees than in gaining knowledge, learning skills, and cultivating the right attitude. You know in Nigeria, we value certificates than knowledge."

Debbie Osueke, a teacher emphasised that to make classroom and learning attractive, education policy makers should put in place culturally relevant content, and leverage tech, and ensure there is an engaging teaching method in place.

Besides, she advocates for a conducive learning environment, and functional infrastructure in place.

PHOTOS: INSIDE PRISCILLA OJO AND JUMA JUX'S LAGOS TRADITIONAL WEDDING, A TOTAL SHUTDOWN

CHARLES OGWO



The Lagos wedding of Priscilla Ojo and Tanzanian singer, Juma Jux was magical, star-studded celebration. Held on Thursday, the event brought together family, friends, and celebrities to celebrate the union of two cultures.

Priscilla, daughter of Nollywood actress Iyabo Ojo, looked radiant in all her luxurious dresses. Juma Jux matched her elegance as well.

The ceremony was a blend of Nigerian and Tanzanian guests, reflecting the couple's diverse

backgrounds.

Notable guests included Priscilla's close friend, Enioluwa Adeoluwa, who added a touch of humour and excitement. The presence of celebrities and influencers added glamour to the event.

Musicians, actors, politicians, friends and family filled The Five Palms event centre exuding class.



GEN Z 'FALLOUTS' : A GENERATIONAL FAILURE OR A FAILED FAMILY SYSTEM

CHARLES OGWO



Michael decided to trick the neighbour's daughter who operates PoS early Saturday morning to garner some cash for himself but unfortunately, he was caught in his act and was beaten black and blue by passersby who were drawn to the scene.

At age 17, Michael always parade himself as a smart guy, roaming the streets with his phone, and causing havocs to people, sometimes, he would defraud people.

With the likes of Michael, the older generations often wonder if the Gen Z are really smart. They often see them as a generation that cannot think, they know is fraud and how to make fast money; microwave generation, they fondly call them.

However, study has shown that this young group of people born between 1997 and 2012, are not only academically smart but have shown remarkable intelligence in various areas ranging from how to solve complex issues using technology to entrepreneurial mindset.

No doubt, some of them are actually lazy at heart and hardly would want to engage in anything meaningful but fraud, however, this can also be traced to family upbringing.

Our fore-parents we were told, will do everything possible to instill the character quality of hard-work, honesty, integrity and perseverance in their children, but do we have today, parents, who would object to discipline, hard work and integrity.

Our today's parents would rather hire a house-help instead of allowing their children to house-chores.

A contemporary parents would even go to schools and beat up a teacher for daring to discipline their child; and they would, nobody would vomit honey or sugar when it's place in his or her mouth. The Gen.Zs are reflecting what the families have inculcated in them, like the computer terminology would say, "Garbage-in, and garbage-out."

The family over the years have historically been one of the most vital agents of socialisation in society. From an early age, individuals learned essential societal norms, values, and behaviour within the family structure.

But in recent times, the role of family as an agent of socialisation leaving much to be desired. In the olden days, you can easily identify a female by her hair but if you try that today, you will be shocked what you will get.

Men plaiting hair like women, and women wearing trousers like men, these were abnormal then, but nowadays, it is envogue; what a change of a system, and nobody seems to bother.

Change in the family structure:

Traditionally, a family units consisting of father, mother, children and the extended relations for an African setting, but today, single parenting is the order of the day, many women do not want to remain under a man in marriage, some have refused to get married at all; but would rather operate as a single woman. Even those families, who are still together, the quest for economic survival has taken its toll on the various families, where both parents working long hours have become a norm, leaving the children to nannies or social media companionship.

Besides, surging rate of divorce has disrupted the stability of family units, and children from broken homes ordinarily experience emotional or psychological challenge that hinder the family's ability to socialise them effectively.

The tech and social media ecosystem:

The rise of technology, particularly the internet and social media have dramatically altered how individuals interact and form identities.

Digital platforms, television shows, video games, and online communities now serve as powerful agent of socialisation influencing the thought, behaviours, and world view of the younger generations especially the Gen. Z.

The Gen.Z are born into a world that has internet, smartphone and social media from an early age, they have interacted with devices, apps and platforms that the older generations could not have imagined. Hence, obviously,their exposure to technology has made them highly adaptive and quick learners when it comes to digital tools.

This ability have help them navigate through complex digital issues, troubleshoot issues and harness technology for work, communities and entertainment. They are not only consumers of technology, but also creators by using technology to create social media content, gaming and coding.

The smart generation:

Gen Z are smart in the sense that they have entrepreneurial mindset, most of them are not waiting for traditional career paths to unfold, instead they are creating their own opportunities by learning online skills, creating businesses that will add value to the society.

They also possess emotional and social intelligence, and are vocal about social issues ranging from depression, low self-esteem, inferiority complex, trauma, gender based violence which the older generations often overlooked and associated this symptoms to spiritual problem.

In conclusion, the increasing importance of career and financial success in modern society has led to the prioritization of work over family life for many individuals.

Parents who are often busy with demanding careers have less time for their children to socialise thereby making them spend more time within external influences such as digital platforms, peer groups, tutors which will sometimes have negative influences on their thought, behaviour and mindset.



AFRICA'S ISLAND DESTINATION WITH 31°C HEAT AND ONE OF THE WORLD'S TOP BEACHES

CHISOM MICHAEL



Praslin Island, part of the Seychelles in East Africa, is drawing the attention of global travellers, including holidaymakers from the United Kingdom. The island is known for its natural environment, clear waters, and warm climate, with April temperatures reaching 31°C.

TripAdvisor recently ranked top destinations in Africa based on reviews and traveller opinions. Among them is Praslin, which continues to attract visitors looking for a

peaceful escape and water-based activities. Praslin is the second-largest island in the Seychelles archipelago. It is divided by a ridge of hills that runs from east to west. The island features a range of beaches, including Anse Lazio, Anse Georgette, and Grand Anse. These beaches are open to the public and are visited for their calm atmosphere and natural surroundings.

Anse Lazio is one of the most visited beaches on the island. With a TripAdvisor



rating of 4.7 stars, it has been described by one reviewer as “one of the best beaches in the world.” Another visitor commented, “Anse Lazio is pure paradise – the soft sand, the clear blue water, and the peaceful vibe make it unforgettable.”

The island supports various activities, such as scuba diving, snorkelling, and kayaking. These attract people who want to explore the marine environment.

Praslin is also home to the Vallée de Mai, a nature reserve that features a well-preserved palm forest. It is recognised as a UNESCO World Heritage Site and is the only place in the world with the largest population of coco de mer palms. These trees produce the largest seed in the plant kingdom. The

protected area has been described as a “scenically attractive area with a distinctive natural beauty.”

Visitors to the island can expect a mix of experiences – from walking through nature reserves to spending time at sea. The island is seen as a place to disconnect from daily routines and enjoy a slower pace of life.

With year-round heat, access to water activities, and the chance to see rare plant species, Praslin remains a strong option for those looking to travel within Africa. Its blend of nature, culture, and coastal views makes it a unique destination for visitors in search of a different kind of trip.

INSIDE THE AFRICAN ISLAND QUIETLY ATTRACTING TOURISTS WITH NATURE AND SIMPLICITY

CHISOM MICHAEL



Madagascar, an island country off the southeastern coast of Africa, has become a notable destination for tourists seeking a peaceful escape.

Last year, the country welcomed 308,275 visitors, and its growing popularity is a testament to the attractions it offers.

One of the most appealing aspects of Madagascar is its weather.

In April, the average temperature reaches a comfortable 26C, creating an ideal environment for exploring the country's diverse landscapes.

The island's coastal areas and offshore islands provide a sense of remoteness, offering visitors a retreat from the usual hustle and bustle of life.



In addition to the pleasant weather, Madagascar is known for its affordability.

Tourists can purchase a 1.5L bottle of water for just 51p, while a bottle of beer costs around 97p. These low prices make it an attractive option for budget-conscious travellers.

Madagascar's natural beauty is also a major draw. The island is home to a range of landscapes, from lush forests to dry, rugged terrain. Among its most famous sites is the Tsingy de Bemaraha National Park, located in the northwest. This UNESCO World Heritage Site is known for its striking limestone formations, with a network of rifts and crevasses.

The park is also home to around 400 animal species and more than 900 native plants, making it a rich area for biodiversity.

Visitors can take part in guided tours of the park, which offer the opportunity to explore its unique features. One of the highlights of these tours is the chance to cross the Tsiribihina and Manambolo rivers that flow through the park.

With its combination of natural beauty, affordable prices, and diverse wildlife, Madagascar offers an ideal destination for those looking to unwind and explore.

THE 6 COUNTRIES WHERE PLANES DON'T TOUCH DOWN

CHISOM MICHAEL



Six countries around the world operate without airports, relying instead on road, rail, or sea transport to maintain connectivity. Despite the global growth in air traffic and demand for faster travel, these nations have adapted to local conditions such as terrain, geography, and size.

Travellers often reach them through neighbouring countries or coastal entry points. The absence of airports has not hindered movement or access. These countries demonstrate that air travel is not essential to national connection. Their continued operation without runways reflects how transport infrastructure can be shaped by practical realities and alternative solutions.

According to Aviation A2Z, here are six nations where planes do not land directly within their borders.

1. Andorra

Andorra is a small principality located in the Pyrenees between Spain and France. Although it covers 468 square kilometres, it does not have an airport. The region's mountainous terrain makes building a commercial airport difficult.

Andorra has three private heliports for medical and private services. Travellers usually fly into nearby airports in Spain or France. The closest is Andorra-La Seu d'Urgell Airport (LEU) in Spain, only 12 kilometres from the border. From there, visitors continue by road through the scenic mountain routes.

2. Liechtenstein

Liechtenstein lies between Switzerland and Austria. With an area of 160 square kilometres, this landlocked country has no airport. It does have a heliport in the town of Balzers.

Most people visiting Liechtenstein arrive via Zürich Airport (ZRH) in Switzerland. From there, they take a train to Buchs or Sargans before crossing the border by bus. Other nearby airports include St. Gallen-Altenrhein (ACH) in Switzerland and Friedrichshafen (FDH) in Germany, although these have fewer flight connections.



3. Monaco

Monaco, located on the French Riviera, has no airport within its borders. The country covers only 2.02 square kilometres and has very limited land available for any large infrastructure project, such as an airport.

Monaco does operate a heliport in the Fontvieille district. Visitors often fly into Nice Côte d'Azur Airport (NCE), which is around 30 kilometres away. From there, they can travel to Monaco by helicopter, car, or train along the coastal route.



4. San Marino

San Marino is one of the oldest republics in the world and is surrounded by Italy. It spans 61 square kilometres and has no airport. A heliport is located in Borgo Maggiore for limited use, and a small airstrip at Torraccia serves amateur pilots and emergency services. There are no scheduled commercial flights to the airfield.

Visitors usually fly into Federico Fellini International Airport (RMI) in Rimini, Italy, which is about 16 kilometres from San Marino. Another option is Bologna Guglielmo Marconi Airport (BLQ), which offers more international flights.



5. Vatican City

Vatican City is the smallest country in the world by both area and population. It occupies 0.44 square kilometres within the city of Rome. Due to its size, there is no space for an airport.

A heliport located in the western part of the Vatican is used for official travel by Vatican authorities. Most visitors arrive via Rome's international airports—Ciampino (CIA) and Fiumicino (FCO)—and then continue by ground transport to Vatican City. Walking across the entire country takes less than half an hour, making internal air travel unnecessary.



6. Kiribati

Kiribati is an island nation in the central Pacific Ocean. It includes 33 atolls and reef islands spread over 3.5 million square kilometres of ocean. Although Bonriki International Airport (TRW) serves South Tarawa, the capital, most of the outer islands have no airports.

In many parts of Kiribati, sea transport is the only way to travel. Local ferries, cargo ships, and private boats are used to connect the remote islands. With such wide dispersion across the ocean, air access remains limited outside of the capital.

TEN MODEL CARS SELLING FOR PRICES THAT RIVAL REAL VEHICLES

CHISOM MICHAEL

Model cars, once viewed primarily as toys, are now attracting significant interest from collectors. Some miniature vehicles are being sold for thousands of dollars, with select models commanding prices comparable to actual cars.

Collectors place high value on rare or unique models, especially those associated with cultural milestones or produced in limited numbers. The market is being driven by nostalgia, investment interest, and brand appeal. Online platforms, auctions, and dedicated networks are facilitating the trade and raising demand for specific editions. Brands with detailed craftsmanship or historical links tend to perform well.

Some collectors are willing to pay tens of thousands to acquire sought-after pieces. Industry observers note the growing interest in model cars as a trend that reflects changing perceptions, with many viewing them as viable assets in alternative investment portfolios.

According to AOL, here are ten model cars that are currently valued highly due to their rarity, production quality, or historical significance.

1. 1969 Hot Wheels Pink Rear-Loading Beach Bomb

This Hot Wheels prototype, featuring a rear-loading surfboard design, was never mass-produced due to stability issues. Only two are known to exist. One of these models was recently valued at \$150,000. Replica versions can sell for around \$200.



2. Amalgam Ferrari 250 TR Model

The Amalgam Collection's 1:8 scale replica of the 1958 Ferrari 250 Testa Rossa is one of the most detailed models on the market. Created in limited quantities, it is priced at over \$20,000. Replica versions are also in demand, selling for over \$600.



3. Dinky Toys Pre-War No. 22D Delivery Van 'W.E. Boyce'

Produced in the 1930s, this van is one of the most sought-after pieces among Dinky Toys collectors. Its pre-Second World War origins and limited surviving stock have pushed its value to around \$22,000.

4. Lamborghini Aventador Gold Edition

This 1:8 scale model, created by German designer Robert Gulpen, is built using gold, platinum, and diamonds. Priced at \$7.5 million, it holds the Guinness World Record for the most expensive model car and is known for its secure display case and rare design.



5. James Bond Aston Martin DB5 Goldfinger Edition

This model replicates the car from the Bond film Goldfinger, including features such as an ejector seat. Early editions with original packaging have been sold online for more than \$300.



6. Matchbox ERF Dropside Lorry

This model, particularly the lime green 1950s version with grey wheels, has gained significant value over time. A boxed version sold at auction for \$9,000. Simpler versions are available for around \$100.



7. Pocher Alfa Romeo 8C 2300 Monza

Released as a kit in 1931, this model is known for its technical detail and assembly complexity. High-quality assembled units have sold for more than \$4,000. Kits and partial builds are priced between \$300 and \$700.



8. 1955 Mercedes-Benz 300 SLR Uhlenhaut-Coupé (CMC Model)

CMC's 1:18 scale version of the classic Mercedes-Benz has become a key item for collectors. Known for its hand-assembled parts and attention to detail, used models have sold for more than \$1,000.



9. 1953 Brooklin Models Packard Henney Junior Hearse

This 1:43 scale model was made in England and is known among collectors of vintage American vehicles. Prices for the hearse, when in good condition, can reach above \$200.



10. George Barris Batmobile Model

Designed as a replica of the Batmobile from the 1966 Batman TV series, this model by George Barris has remained popular among collectors. Some editions are valued at over \$4,000, while similar models by Mattel are available for around \$150.



30 BUSINESS QUOTES TO INSPIRE YOUR CAREER JOURNEY

CHISOM MICHAEL



Whether you're climbing the corporate ladder or launching your venture, the right words can spark the motivation you need. These 30 business quotes offer valuable insights and timeless inspiration for professionals at any stage of their journey.

Business quotes to inspire you

Maintaining a positive attitude as a team leader can be demanding, especially when faced with the daily pressures of business targets and performance expectations. Yet, it is essential to find the motivation each day to guide your team through challenges and towards achieving quarterly goals—for both personal growth and overall business success.

To help leaders stay focused and inspired, here are 10 carefully selected quotes that reinforce a results-driven, resilient business mindset.

1. "Business opportunities are like buses, there's always another one coming." - *Sir Richard Branson, Entrepreneur and co-founder of Virgin Group*

2. "The way to get started is to quit talking and begin doing." - *Walt Disney, Animator and film producer*

3. "Whenever you see a successful business, someone once made a courageous decision." - *Peter F. Drucker, Management consultant, educator, and author*

4. "The secret of getting ahead is getting started." - *Mark Twain, Writer, publisher, and lecturer*

5. "In order to succeed. We must first believe that we can." - *Nikos Kazantzakis, Greek writer*

6. "The secret of business is to know something that nobody else knows." - *Aristotle, Greek philosopher*

7. "To be successful, you have to have your heart in your business and your business in your heart." - *Thomas J. Watson, Chairman and CEO of IBM*

8. "One way to keep momentum going is to have constantly greater goals." - *Michael Korda, Editor-in-chief of Simon & Schuster*

9. "Action is the foundational key to all success." - *Pablo Picasso, Spanish painter and sculptor*

10. "The man who has confidence in himself gains the confidence of others." - *Hasidic Proverb*

Business quotes to motivate your day

Kick-starting the day with a dose of motivation can set the tone for productivity and achievement. In a bid to help professionals stay energised and focused, here are carefully selected quotes from some of the world's most successful individuals.

Their words offer encouragement, drive, and a reminder to strive for excellence.

Here are 10 quotes serving as a daily boost to push individuals toward their highest potential.

11. "Success is not final; failure is not fatal: it is the courage to continue that counts."
- *Winston Churchill, Former prime minister of Britain*
12. "Even if you are on the right track, you'll get run over if you just sit there." - *Will Rodgers, Actor and comedian*
13. "Don't be afraid to give up the good to go for the great." - *John D. Rockefeller, Industrialist and philanthropist*
14. "First, think. Second, believe. Third, dream. And finally, dare." - *Walt Disney, Animator and film producer*
15. "Tough times never last, but tough people do."
- *Robert H. Schuller, Motivational speaker, and author*
16. "The journey of a thousand miles begins with one step." - *Lao Tzu, Ancient Chinese philosopher and writer*
17. "In the middle of difficulty lies opportunity."
- *Albert Einstein, Theoretical physicist*
18. "Don't give up, the beginning is always the hardest."
- *Kemmy Nola, Motivational speaker*
19. "Small opportunities are often the beginning of great achievements." - *Demosthenes, Greek statesman and orator of ancient Athens*
20. "Always give your best effort even when the odds are against you." - *Arnold Palmer, Professional golfer*

Business quotes for professional growth

Looking to deepen their understanding of the business world and advance their careers, timeless wisdom from industry pioneers offers valuable guidance. A collection

of quotes from renowned business leaders serves as a source of inspiration, encouraging individuals to reflect, take initiative, and seize every opportunity for growth.

Here are 10 quotes offering practical lessons drawn from years of experience at the highest levels.

21. "Play by the rules, but be ferocious."
-Phil Knight, Co-founder of Nike, Inc.
22. "There's no shortage of remarkable ideas, what's missing is the will to execute them."
-Seth Godin, Author and business executive
23. "Whether you think you can or whether you think you can't, you're right!"
-Henry Ford, Founder of Ford Motor Company
24. "Success is not the key to happiness. Happiness is the key to success. If you love what you are doing, you will be successful."
-Albert Schweitzer, Alsatian polymath and theologian
25. "I never dreamed about success. I worked for it."
-Estée Lauder, Businesswoman and co-founder of cosmetics company
26. "The only place where success comes before work is in the dictionary."
-Vidal Sassoon, Hairstylist, businessman, and philanthropist
27. "The best preparation for tomorrow is doing your best today."
-H. Jackson Brown, Jr., American author
28. "A goal without a plan is just a wish."
-Antoine De Saint-Exupery, Writer, poet, aristocrat and journalist
29. "Don't follow the crowd, let the crowd follow you."
-Margaret Thatcher, British stateswoman and former British prime minister
30. "The heart and soul of a company is creativity and innovation."
-Robert Iger, CEO of Walt Disney

7 REASONS MARRIAGE GREEN CARD GETS DENIED (AND HOW TO AVOID THEM)

ESTHER EMOEKPERE



Marriage has become a go-to route for those looking to secure residency in the United States. With other visa options becoming tighter, more people are turning to the aisle as their pathway to the American Dream. But what many don't expect is how often this 'shortcut' hits a dead end.

The U.S. Citizenship and Immigration Services (USCIS) is not as blind to the game as some assume. In fact, there are numerous reasons why a green card marriage application could be rejected.

Here are some of the most common pitfalls and how to avoid them.

Paperwork mistakes

It might sound simple, but mistakes on your green card application can easily lead to rejection. USCIS is incredibly strict when it comes to paperwork, and even minor errors can result in your application being denied. Missing signatures, incorrect information, or failing to provide certified translations for documents in foreign languages are just a few of the common mistakes. If you are submitting documents such as marriage certificates or birth certificates in a language other than English, make sure they are accompanied by a certified translation. Also, remember to sign where required and ensure all fields on the forms are completed. If a question does not apply to you, it is best to write "N/A" rather than leaving it blank. Always double-check your paperwork before submission to avoid costly mistakes.

Insufficient proof of a genuine marriage

One of the most common reasons for a green card marriage denial is not providing enough evidence that the marriage is real. USCIS needs to be convinced that your relationship is not just a convenient arrangement to secure a green card. They are not looking for just the marriage certificate, you need to show that your life together is genuine. This means providing joint financial documents like bank accounts, credit card statements, or tax returns, which show that you and your spouse are sharing financial responsibilities. Proof of cohabitation is also essential, such as joint utility bills, a shared lease agreement, or a mortgage document. Even personal evidence, like photos of you and your spouse with family and friends, can play a crucial role. If you are unable to provide sufficient documentation to prove the authenticity of your relationship, it could lead to a denial. Make sure your evidence is thorough to avoid unnecessary setbacks.

Criminal records and other factors

A criminal record or certain medical conditions can make you ineligible for a green card. While not all criminal records will result in a denial, some especially those related to immigration fraud, could be problematic. Additionally, certain medical conditions, such as communicable diseases or a history of drug abuse, might prevent you from securing a green card. If you or your spouse have lied or misled immigration officials during the application process, even in small ways, your application can be denied.

Failure to meet financial requirements

When applying for a marriage-based green card, one of the key factors USCIS looks at is your financial situation. The spouse who is sponsoring the green card must demonstrate that they can financially support the applicant. They must earn at least 125% of the Federal Poverty Level, which can be proven with tax returns, pay stubs, or other financial documents. If the sponsoring spouse does not meet the income requirement, there are options to make up the difference. You can include income from other household members, assets, or even get a co-sponsor, a family member or close friend who meets the income requirement. Without proof that the sponsoring spouse can financially support the applicant, the green card application is likely to be denied. Make sure all your financial documentation is in order before applying.

Eligibility issues when applying inside the U.S.

While many expect to apply for a green card from within the U.S., this option is not available to everyone. Some situations can make you ineligible to apply for a green card while inside the U.S., even if you are married to a U.S. citizen or green card holder. For instance, entering the U.S. on a tourist visa and then applying for a green card within 60 days of arrival could raise suspicions that you had premeditated the green card application. Similarly, if you entered the U.S. illegally, or if you entered on a J-1 visa (a type of exchange visitor visa), you might be ineligible to apply from within the country. In these cases, you would need to apply for a green card from outside the U.S., typically at a U.S. embassy or consulate.

Missing supporting documents

When submitting your green card application, it is crucial that all required documents are included. Missing or incomplete documentation is a common reason for application denials. Make sure to include all essential documents, such as marriage certificates, birth certificates, financial records, joint bank statements, utility bills, and photographs that demonstrate the authenticity of your marriage. Missing even one crucial document could delay your application or result in its denial, so it's important to carefully review your application before submission.

Interview slip ups

The green card interview is one of the final steps in the process, but it can make or break your application. USCIS uses the interview to assess the authenticity of your marriage, and any discrepancies between your application and your answers during the interview can raise red flags. During the interview, you'll be asked questions about your life together, how you met, your daily routines, and more. If you and your spouse give inconsistent answers or appear unprepared, the immigration officer may suspect marriage fraud. To avoid this, it is important to be well-prepared and ensure that both you and your spouse know key details about each other's lives. If you are unsure about anything, consider practicing together before the interview. Being honest and transparent throughout the process is the best way to ensure a smooth interview.

5 HIGH PAID JOBS ABROAD THAT PEOPLE ARE RELUCTANT TO TAKE

ESTHER EMOEKPERE



When people think of earning big money abroad, they often picture tech roles, corporate jobs, or working in finance. But not all high-paying jobs require sitting at a desk or having a fancy degree. In fact, some of the most lucrative roles out there are the ones many people overlook, either because they involve physical labour, long hours, or tasks that are not considered appealing.

These jobs might not come with prestige or social recognition, but they offer steady demand, job security, and impressive salaries. For those willing to do the work, they provide a real opportunity to build a solid financial foundation.

According to Pulse, these five jobs are high paying, even though most people are not jumping at the chance to take them.

**Oil rig worker
- \$100,000 per year**

One of the most demanding roles available abroad, working on an oil rig offers a salary of up to \$100,000 (160,200,000) annually. While the job requires workers to live away from family and endure harsh conditions for extended periods,

the financial compensation is undeniable. Oil rig jobs often come with long shifts and the need to work in extreme environments, but those who stick with it can see significant rewards. Many Nigerians who have chosen this path are using it to build a solid financial future.

Sewer maintenance worker **- \$60,000 per year**

While the idea of working underground and dealing with sewage might be off-putting for some, sewer maintenance workers in places like Germany and Australia earn up to \$60,000 (96,120,000) a year. This job involves maintaining and repairing drainage systems, a necessary and essential service. Despite its unpleasant nature, the high demand for such roles, along with the considerable pay, make it a viable option for those who can tolerate the environment and physical labour.

Garbage collector **- \$50,000 per year**

Handling waste may not seem like a glamorous profession, but in countries such as Canada, the UK, and the US, garbage collectors are paid well for their efforts. With salaries reaching up to \$50,000 (80,100,000) annually, this job provides a steady income without requiring higher education. The role may be physically demanding, but with modern equipment and safety measures, the work has become far less hazardous. Many workers find that it offers stability and an attractive paycheck.

Slaughterhouse worker **- \$40,000- \$55,000 per year**

The slaughterhouse industry might not be the first choice for many, yet it offers a substantial salary, often in the range of \$40,000 to \$55,000 (64,080,000 - 88,110,000) annually. In countries such as the US and Denmark, workers in this field play a crucial role in food production. The job requires strength, quickness, and a capacity to handle the physical and emotional demands, including the sight of blood. But for those able to endure, the financial reward is significant, and some positions even include additional bonuses.



Elderly caregiver **- \$40,000 to \$60,000 per year**

Elderly caregivers are in high demand in countries like the UK, Canada, and Japan, earning salaries between \$40,000 and \$60,000 per year (64,080,000 - 96,120,000), with the potential for overtime pay. Though the role requires emotional resilience and physical care, it offers a stable job market, especially for those looking to relocate and secure work abroad. Caregiving may not be the most prestigious or exciting career choice, but for those with the right temperament, it provides a fulfilling and financially rewarding path.

HOW TO MAKE OVER \$100,000 ON YOUTUBE WITHOUT SHOWING YOUR FACE

ESTHER EMOEKPERE



In case you missed it, Nollywood star Omoni Oboli has been quietly making waves, not just on screen, but on YouTube too. According to an analysis by Business Day, her channel has pulled in 182 million views since it was

created in 2023. With YouTube's average revenue estimates, that puts her earnings anywhere between \$182,000 and \$910,000. Shocking? Just a bit.

Now, before you start regretting not recording your last family drama or uploading your church play from 2009, hold on. Not everyone has award-winning movies in their back pocket. But that does not mean you can not get in on the YouTube money train. The best part? You don't even have to show your face.

In fact, there is a whole world of faceless content where creators earn thousands of dollars monthly without ever showing their face or filming themselves.

Starting a faceless YouTube channel is not as complicated as it sounds. First, you'll need to decide on a niche, something you can consistently create content about. Popular faceless niches include motivational videos, tech explainers, educational content, lo-fi music, whiteboard animations, storytelling, and Top 10 lists. For example, you could create videos like "Top 5 African Startups Changing the World" or "Why Lagos Never Sleeps" using stock footage, voiceovers, and solid scripting.

Once you have your niche, you'll need some basic tools. A video editing app like CapCut can help you put everything together, and you can find royalty-free stock footage on platforms like Pexels. For voiceovers, you can either record your own using your phone or a budget mic, or use text-to-speech software if you prefer to keep things fully anonymous. Writing good scripts is key, your audience needs to be engaged enough to stick around, so consider learning a bit of storytelling or using AI tools to help structure your narration.

Monetisation comes after you have built some traction. To join the YouTube Partner Programme, you'll need at least 1,000 subscribers and 4,000 watch hours. Once you are in, YouTube places ads on your videos and you earn based on how many people watch and engage. That is just the beginning though. Many faceless creators also earn through affiliate marketing (recommending products in the video description), sponsorships (brands paying for shoutouts or content), or by selling digital products like eBooks, templates, or online courses.

One of the best things about faceless channels is scalability. Once you have a working content formula, you can batch-produce videos, hire help for voiceovers or editing, and build multiple channels if you like. You are not tied to your physical appearance or daily routine, which makes it ideal for introverts, busy parents, students, or anyone who just prefers working behind the scenes.

The key is consistency and clarity. Upload regularly, use eye-catching thumbnails and titles, and study your YouTube analytics to understand what is working. Faceless does not mean featureless, your channel should still have a unique style or tone, even if viewers never see your face.

So, no, you may not have Nollywood blockbusters to upload, but with the right idea, a bit of time, and some creativity, you can still carve out a profitable space on YouTube. And who knows? A few months from now, it might just be your channel hitting that six-figure milestone.

VYNT: REVOLUTIONISING NIGERIA'S CIRCULAR FASHION ECONOMY



As sustainability becomes a central conversation in fashion, a platform that provides a digital solution that merges convenience, community, and conscious style has become imperative.

In a move to reshape the fashion resale landscape in Nigeria, Tolu Okoya-Thomas recently debuted the Vynt App, offering a seamless platform where users can buy, sell, and discover pre-loved fashion.

Vynt provides a digital solution that merges convenience, community, and conscious style.

Built for fashion-forward Nigerians who want to declutter their closets or score premium pieces at affordable prices, Vynt eliminates the uncertainty often associated with peer-to-peer resale platforms. Every item uploaded is quality-assured and verified before it reaches the marketplace.

“We created Vynt to help Nigerians unlock the value in their closets and embrace a more intentional way to engage with fashion,” says Tolu Okoya-Thomas, founder of Vynt.





“Whether you’re a student looking to earn from your wardrobe or a style enthusiast seeking authentic finds, Vynt is the app that meets you where you are.”

Key Features of Vynt Include In-app verification process. This ensures every listed item meets quality standards. Follow on social media @vyntapp

Clean & Easy User Interface helps users list their items or shop in under 3 minutes. Wishlist & Alerts help users get notified when their favorite brands drop.

Secure Payment System is a built-in wallet and escrow functionality for buyer/seller safety.

To use the app, users can download the Vynt App on iOS or android, create a profile and choose to either “Sell” or “Buy.”

Upload an item (for sellers) or Browse categories (for buyers). Sellers receive order updates, while buyers enjoy verified fashion delivered to their door.

HOW A FAMILY OF LAGOS-NATIVE INNOVATORS ARE REVOLUTIONIZING THE TEA INDUSTRY IN NIGERIA

IFEOMA OKEKE-KORIEOCHA



No doubt, Nigeria has a vibrant tea culture, deeply rooted in tradition and evolving with modern influences. Tea is a popular beverage enjoyed throughout the day, often as a social ritual for gatherings and relaxation.

While not as formal as some cultures with elaborate ceremonies, Nigerian tea consumption is social and informal, with friends and family connecting over a cup.

Nigeria's tea culture is brewing with bold innovation as a family of entrepreneurs, Raliat Akinlolu, Saula Akinlolu, Ayosumbo Newton, and Omololu Newton have co-founded TeaStoria, the country's leading Ready-To-Drink (RTD) tea brand, which continues to redefine how Nigerians consume and experience tea.

As the pioneer of Boba tea in Nigeria, TeaStoria is charting new territory in the local beverage market by merging flavor, function, and lifestyle through a range of creatively packaged tea beverages and a serene urban hangout outlet in the heart of Lagos.

TeaStoria is currently revolutionising the tea industry in Nigeria with Boba Tea, a Variety of Tea Flavors, Urban Culture, and Innovation.

Founded by the vision of an innovative Lagos-native family, TeaStoria is not just offering tea, it's crafting an experience while driving economic development through urbanization. With a menu of innovative tea flavors, ranging from fruit-infused blends to creamy bubble tea variants and toppings, and a customizable flavor option, TeaStoria is setting a new standard for beverage culture in Nigeria's rapidly growing ready-to-drink (RTD) space.

"TeaStoria was created to offer more than just tea. It's about community, economic growth, comfort, and creativity. We want to be the go-to companion for Nigeria's urban generation," said Raliat, co-founder of TeaStoria.

At the core of TeaStoria's urban success is its flagship store located in Lekki Centre Mall, 2 Admiralty Way, Lekki Phase 1, Lagos State.

The outlet is a warm, cozy space built for remote workers, freelancers, and creatives to work, connect, and unwind. With the utility of a shared workstation, the outlet offers both great tea beverages and great vibes.

The overarching function of premium product and premium location has made TeaStoria a cultural hub for the new Nigerian urban class, redefining what beverage brands can represent in today's lifestyle economy. With a strong presence in retail outlets and a growing digital community, TeaStoria is fast becoming a favorite among young Nigerians who seek wellness and enjoy unique experiences.

In the bid to sustain the brand's innovation and scale, TeaStoria remains committed to its mission of elevating tea culture in Nigeria and beyond, offering a unique blend of tea beverages as a modern, accessible, and creatively expressed drink of choice for consumers.

MEET TOP 10 MOST STYLISH WOMEN FOOTBALLERS

ANTHONY NLEBEM

The captivating world of women's football is home to athletes who epitomise strength, talent, resilience, and undeniable charm. While their footballing abilities take centre stage, many players also exude style and natural beauty both on and off the pitch.

Here's an X-ray of the top ten most beautiful and stylish women in football today.

Madelene Wright:

From Football Pitch to Online Sensation

Madelene Wright has attracted global attention with her stunning looks, impressive physique, and infectious enthusiasm. Although her football career took an unexpected turn in 2020 when Charlton Athletic terminated her contract following a controversial video, Wright quickly pivoted to a new path.

Now a social media personality and successful content creator, she embodies the passion of a dedicated athlete with the savvy of a modern businesswoman.



Shafira Ika Putri: Indonesia's Leading Lady Captain of the Indonesian Women's National Team, Shafira Ika Putri, is celebrated for both her elegance and her footballing prowess. Her natural beauty, radiant personality, and photogenic charm have made her a beloved figure in Asian football. Beyond aesthetics, Shafira's career is marked by unwavering determination and resilience, overcoming adversity to become a respected leader on and off the field.

Ana Maria Marković:

Croatia's Glamorous Forward

Ana Maria Marković is widely recognised as one of the most beautiful footballers in the world. Her fame has been amplified by a powerful social media presence, where she boasts over three million Instagram followers.

Although her looks often grab headlines, Marković continues to make strides in her football career following her move from Grasshopper Club Zurich, maintaining her status as both an athlete and a global influencer.



Gabrielle George:

Style Meets Substance at Manchester United

Gabrielle George brings a blend of skill and charm to Manchester United. Known for her technical ability and composure in defence, she also stands out with her distinctive round face, athletic build, and signature headbands.

George's mix of natural beauty and footballing excellence has made her one of the most admired figures in the modern game.



Alisha Lehmann:

The Queen of Social Media

Alisha Lehmann is the embodiment of modern football stardom. With over 17 million Instagram followers, more than any other female footballer, and even surpassing Swiss tennis legend Roger Federer, she commands a massive global following.

While her pace and dribbling skills have earned her accolades on the pitch, her glamorous lifestyle and media presence have taken her fame to another level. Her 2024 move to Juventus alongside her partner, Douglas Luiz, only added to the buzz.

**Adriana Leon:**

Canada's Striking Star

Adriana Leon combines dazzling looks with a fearless playing style. Known for her blistering pace and attacking mindset, she was instrumental in Canada's success at the inaugural CONCACAF Women's Gold Cup, where she clinched the Golden Boot.

With her striking features and signature ponytail, Leon is a magnetic presence on and off the field.

**Michelle Alozie:**

Beauty, Brains, and Brilliance

Michelle Alozie of the Houston Dash and the Nigerian Super Falcons has captured hearts worldwide. Admired for her radiant smile, expressive fashion sense, and dynamic performances, she is one of Africa's most celebrated and captivating footballers.

Alozie has also used her platform to connect with fans, offering a window into her life and building a loyal following through her authenticity and style.

**Taylor Hinds:**

Liverpool's Elegant Engine

Taylor Hinds, a standout for Liverpool FC Women, is known for her versatility and technical quality on the pitch. Whether defending or pushing forward, she exudes composure and intelligence in every performance.

Off the pitch, Hinds' graceful features, expressive eyes, and signature smile make her one of the most striking personalities in women's football today.



Salma Paralluelo:

A Star Beyond Her Years

Salma Paralluelo is a generational talent whose stunning Afro-Spanish looks and captivating smile are matched only by her extraordinary footballing achievements.

A former track and field prodigy, she made history by winning World Cups at the U-17, U-20, and senior levels, a feat unmatched in football.

Her pace, flair, and athleticism make her a cornerstone for both FC Barcelona and Spain, while her appearance continues to turn heads globally.

Poppy Pattinson:

Brighton's Stylish Defender

Poppy Pattinson, a stylish left-back for Brighton & Hove Albion, brings experience and elegance to the Women's Super League. Having previously played for Sunderland, Manchester City, and Everton, she has grown into a reliable and consistent performer.

Her Instagram presence, marked by a mix of football, fashion, and lifestyle, has made her a fan favourite, admired as much for her looks as for her dedication to the game.



HOW ASTON VILLA DIMMED ENGLAND'S UEFA CHAMPIONS 7 SLOTS DREAM

... as Man Utd, and Tottenham qualify for Europa semi-finals

CHARLES OGWO



Paulo Coelho's timeless saying that before a dream is realised, the soul of the world tests everything that was learned along the way, could be the lesson for England and its football managers.

Like a candle in the wind, Aston Villa's dream of lifting UEFA Champions League trophy was dashed in a dramatic but agonising encounter outcome.

The English Premier League (EPL) would have kept their dream of featuring seven teams going by the 2026 UEFA Champions League new policy if Villa were able to have won the coveted trophy, and

Manchester United or Tottenham Hotspur lift the Europa cup.

However, this noble aspiration crashed with Aston Villa's failure to overcome the fireworks of Paris Saint- Germain (PSG) on Tuesday, April 15, though they outscored the French team 3-2, yet they lost out 4-5 on aggregate.

Facing a 3-1 deficit from the first leg, they slipped two behind on the night following goals from Achraf Hakimi and Nuno Mendes to seemingly end any hopes of a comeback but stunned PSG by pulling three of the four goals back.

Villa's goals from Youri Tielemans, John McGinn and Ezri Konsa could not lift the team to the semi-final. 3-2 victory in the second leg of their Champions League quarter-final at Villa Park which saw them being eliminated; and England's dream dashed.



Consequently, even with Arsenal's 5-1 victory over Real Madrid in both legs of their quarter-finals, England has only one team in the semi-final of the competition, hence, even if the Gunners should push through to the final and eventually lift the trophy, England will not have the privilege of registering seven teams come 2026 edition.

According to the recent arrangement, two extra spots are awarded to countries based on their ranking in UEFA's coefficient table.

Liverpool, Arsenal Newcastle United, Nottingham Forest and Manchester City look set to finish in the top five in the Premier League; Chelsea, and Aston Villa are in sixth and seventh positions respectively. Italy is placed second in the coefficient rankings, with Spain and Germany behind.

Each country's league earns a coefficient ranking based on how their teams perform in UEFA's three men's club competitions: the Champions League, Europa League and Conference League.

Coefficient points are earned through match results, two for a win and one for a draw.

The points earned by clubs from the same domestic league are added up and divided by the number of clubs the league has in Europe. For instance, if the Premier League had 100 points

that would be split by the number of teams playing in Europe (seven) giving England a coefficient of 14.28.

\ This season, bonus points are available to clubs playing in the Champions League, which is advantageous to leagues with more clubs competing in it, such as Germany and Italy.

Countries that finish in the coefficient table's top two earn an additional Champions League spot for the following season.

Those spots are awarded to the teams who finish in the first position below the standard Champions League allocation in those leagues.

In England, the top four clubs automatically qualify for the Champions League via league position, so any additional place would go to the team in fifth.

Additional spots for the 2024-25 Champions League were given to Bologna and Borussia Dortmund, who finished fifth in Serie A and the Bundesliga respectively.

Even though, either Manchester United or Tottenham Hotspur that have qualified for the semi-finals of the Europa cup wins the trophy, the best England can get is the window to register six teams but not seven.

THE ART COLLECTOR'S TRAVEL GUIDE TO AFRICA

If you are an art collector visiting Africa for the first time or simply passionate about African creativity, you are in for a real treat.

Africa is not just the birthplace of ancient artistic traditions; it is home to some of the most exciting and dynamic contemporary art scenes in the world. The continent offers a rich variety of visual stories, creative talent, and artistic innovation that continues to inspire collectors globally.

But here's the thing—Africa's art world isn't limited to gallery walls. It's on the streets, in public spaces, in tucked-away studios, and in the lively conversations between artists and collectors over coffee or palm wine. Whether you are a seasoned collector or a curious newcomer, travelling through Africa with art in mind is a deeply rewarding experience. It connects you not only to artworks but also to the culture, history, and people behind them.

In this digest, we provide an overview of must-visit art events, prominent galleries, emerging art scenes, and practical tips to enhance your African art journey.



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. Purchase inquiry? Reach out: art@patronsmcaa.com

TOP PICKS FROM OUR COLLECTION



Title: Daily Tontine
Artist: Aza Mansongi
Medium: Acrylic on cotton canvas, collage
Dimensions: 24 x 24 in | 61 x 61 cm
 Available on request



Title: Midday Stars 2
Artist: Emmanuel Dudu
Medium: Oil on Canvas
Dimensions: 8 x 11 in | 20 x 28 cm
Available on request



Title: Awodi Oke
Artist: Tola WEWE
Medium: Acrylic on canvas
Dimensions: 45 x 47 in | 114 x 119 cm
Available on request

1. Must-Attend Art Fairs and Festivals

Engaging with art fairs is an excellent way to experience contemporary African art and connect with artists and galleries. Below are some art fairs you should attend when visiting Africa.

Investec Cape Town Art Fair (South Africa):

This fair is the largest of its kind in Africa, showcasing a diverse range of contemporary artworks. With over 120 exhibitors, 30,000 visitors, and 10,000 VIPs, it offers a platform for galleries, collectors, curators and artists from around the globe to create connections at the forefront of contemporary art.

1-54 Contemporary African Art Fair (New York, London, Marrakech):

This fair features over 30 exhibitors from 14 countries, focusing on contemporary African art. It is the first and only international art fair dedicated to contemporary art from Africa and its diaspora. The edition in Marrakech was held between 30 January and 2 February 2025.

FNB Art Joburg (South Africa): Set for September 5–7, 2025, in Johannesburg, this fair remains a premier platform for contemporary African art, featuring curated exhibitions across seven specialised sections.

Art X Lagos (Nigeria): West Africa's leading international art fair, scheduled for November 6–9, 2025, in Lagos, showcases a wide array of contemporary African art. Since its launch in 2016, the fair has emerged as a global destination, drawing artists and galleries from over 70 countries.

Congo Biennale (Democratic Republic of Congo):

An important event highlighting Central African artists, the biennale offers a platform for contemporary art discussions and exhibitions.

2. Prominent Art Galleries and Museums

Exploring galleries and museums provides insight into both historical and contemporary African art.

Zeitz Museum of Contemporary Art Africa (Zeitz MOCAA) – Cape Town, South Africa: Renowned for its extensive collection of contemporary African art, housed in a repurposed grain silo.

Museum of African Contemporary Art Al Maaden (MACAAL) – Marrakech, Morocco:

Recently renovated, MACAAL features a diverse collection of modern and contemporary African art, aiming to challenge stereotypes and highlight the continent's rich creativity.

Niyo Art Gallery – Kigali, Rwanda: Showcases works from local artists, providing a platform for Rwandan art and culture.

Norval Foundation – Cape Town, South Africa: A private museum housing a collection of modern and contemporary art from Africa, offering dynamic exhibitions and educational programs.

Nubuke Foundation – Accra, Ghana: Focuses on contemporary African art and cultural heritage, serving as a vibrant space for exhibitions and artist collaborations.

3. Emerging Art Scenes

Several African cities are gaining recognition for their burgeoning art scenes, offering fresh perspectives and dynamic artistic communities.

Johannesburg, South Africa: The city boasts a diverse creative scene with cultural centers like Nirox Sculpture Park and the Joburg Contemporary Art Foundation. It hosts major art fairs, positioning it as a leading destination for contemporary African art.

Kampala, Uganda: The art scene in Kampala has prospered significantly, with multiple commercial galleries showcasing local talent and attracting international attention.

Benin City, Nigeria: Emerging as a vibrant cultural destination, Benin City is set to gain prominence with the opening of the Museum of West African Art (MOWAA), a state-of-the-art cultural district.

Addis Ababa, Ethiopia: Known for its dynamic art collectives and contemporary galleries, the city is a melting pot of traditional and modern artistic expressions.

Dakar, Senegal: Home to the renowned Dak'Art Biennale, Dakar's art scene is a vibrant mix of galleries, studios, and cultural centers, all fostering contemporary African art.

4. Tips for Art Collectors

Building an African art collection requires thoughtful consideration.

Educate Yourself: Engage with books, articles, and documentaries, and visit museums and galleries to gain a broader understanding of African art.

Engage with Local Artists: Visiting studios and interacting with artists provides deeper insights into their work and the cultural context.

Verify Authenticity: Ensure the provenance of artworks by working with reputable galleries and dealers.

Collecting art in Africa isn't just about buying pieces—it's about collecting stories, experiences, and relationships. Every city, fair, and gallery you visit adds another layer to your understanding of the continent's immense cultural depth. Whether you're navigating the bustling art fairs of



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.

HOW TO RESTORE BRAND TRUST

FEYISITAN IJIMAKINWA

Trust is the willingness of one party to rely on another partner to deliver what is expected. Trustworthiness relies on employees as well as management policies and practices designed with the customer's best interests at heart.

A few years ago, the global financial services group, Deloitte, referred to trust as currency. Deloitte stated that trust is an exchange of value. Deloitte defined trust as "... our willingness to be vulnerable to the actions of others because we believe they have good intentions and will behave well towards us."

Whichever way you define trust, to succeed – to win, organisations must build trust and generate Trust Capital. "Capital" means "... money and/or other assets and resources that contribute to the health and enduring profitable growth of the enterprise." In general, most brand-businesses focus on three forms of organisational wealth: Financial Capital, Intellectual Capital and Human Capital. But, Trust Capital is a critical fourth component.

Financial Capital is the money used by a brand-business to buy what it needs to make its products. Financial Capital is the money allocated to provide services to the sector of the economy in which its operation is based.

Intellectual Capital is the combination of three things. 1) Intellectual Capital is the organization's intellectual property including trademarks, patents, licenses and brands. 2) Intellectual Capital is the brand-business' unique processes, databases and infrastructures. 3) Intellectual Capital is the brand-business' special customer, franchisee/owner-operator and supplier relationships for building and maximizing the organization's wealth.

Human Capital is the collective skills, knowledge or other intangible people-assets of the brand-business' individuals. Human Capital is the "people talent" of the brand-business helping to create economic wealth.

Trust Capital is stakeholder confidence in the leadership, credibility, integrity and responsibility of a brand-business to deliver its promises of value to its stakeholders. Trust Capital is a value-creating asset. Trust Capital is an intangible asset that increases the power of marketing expenditures and reduces the cost of new brand introductions.

Trust Capital is what the organisation draws on during troubling events, mishaps or crises. Trust Capital is a most valuable asset in those occasions when a brand needs to defend itself during unexpected, unfortunate situations. Generating and accumulating Trust Capital in a trust reserve – a Trust Bank – provides a trust buttress helping to weather crises of character.

Although an intangible asset, Trust Capital is an asset that strengthens brands, bringing stability, organisational confidence and the generation of future potential earnings. We have seen brands demonstrate how easy it is for trust to become mistrust in a matter of moments. Whether there has been a disaster or a crisis of mismanagement, having a full Trust Bank reserve of Trust Capital stabilises the situation, helping organisations return to their trusted relationships with stakeholders.

When it comes to trust and building Trust Capital, here are four actions to take;

Create a Trust Agenda

It is critical to produce the right results by doing the right things in the right way. This principle applies to every stakeholder relationship. In order to grow trust and generate Trust Capital, the CEO must have a corporate strategic platform based on a Trust Agenda. This Trust Agenda addresses issues such as:

How will we build trust across our geographies, our brands, our people, our shareholders, our franchisees, our partners, our suppliers and our local communities?

How will we build trust chains throughout all of our relationships, internal and external?

How will we ensure that we include corporate responsibility is integrated into all of our decision-making?

Are we a good global and local corporate citizen?

Having a Trust Agenda allows an organisation to be a steady force for good while not standing still.

The CEO must be the CTO (Chief Trust Officer)

The CEO cannot delegate the leadership necessary for building trust and generating corporate Trust Capital. Trust Capital-building is, primarily, a CEO responsibility. The CEO is the Chief Trust Officer. Chief Trust Officer is a fundamental, ongoing, leadership responsibility. Trust building begins at the top. The CTO role must not be delegated.

The role of Chief Trust Officer is more than a title. CTO is an indispensable, trust-growing and Trust Capital-building task of major cultural and financial significance inside and outside the organisation.

Do what you say you will do.

Do what you say you will do is the foundation upon which trust is built. It is a cliché to say that actions speak louder than words. It is a cliché because it is so true. Nothing kills trust more than promising and not delivering.

Build Leadership, Credibility, Integrity and Responsibility.

Leadership must be demonstrated, not merely claimed. The brand-business must be a thought leader. Is your brand-business perceived to be innovative? And, are you growing in size?

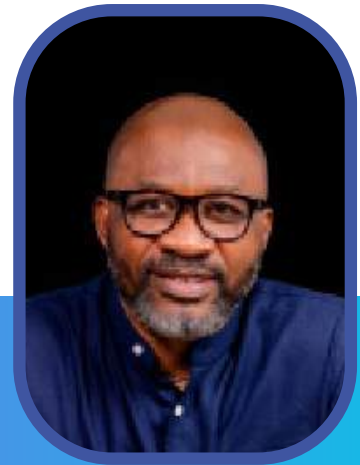
Credibility means your statements and actions are plausible. Be dependable. Be capable, competent and an expert in your field. Provide superior complaint resolution. Be a trustworthy source of information.

Integrity means having customers' interests at heart. Be accountable for actions. Behave ethically.

Responsibility provides competitive advantage. Demonstrate good corporate citizenship. Corporate Social Responsibility is not a separate division within the organisation. It is a way of doing business.

LAST LINE

Building trust must be a brand-business priority. Accruing Trust Capital is essential for high quality revenue growth for profitability and success. Without trust there is no brand value. Without brand value there is no shareholder value. Trust Capital leads to high quality revenue growth. Businesses want brand-businesses that businesses can trust. Trust is must.



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

ADA'S OBSESSION

UDY OSARO-EDOBOR

Ada had always been obsessed with her nails. They were her pride, her beauty, her signature. While other girls focused on makeup and fashion, she believed her hands were her best feature. Long, perfectly shaped, always polished to perfection—her nails made her feel powerful. But she also had a problem. No matter how much she cared for them, her nails always seemed to chip too easily. Just a small tap on a hard surface, and there'd be an ugly crack. It drove her mad.

One evening, after trying yet another expensive nail treatment that failed, Ada stormed out of a salon in frustration. As she walked through the dimly lit streets, she noticed a tiny, almost hidden shop tucked between two old buildings.

A wooden sign hung above the entrance, the letters barely readable: "Madam Koto's Nail Parlor – Everlasting Beauty." Something about it felt off. The door was slightly open and a faint smell of wax and smoke drifted out. A strange humming sound came from within. But Ada didn't hesitate. Maybe this was the place that would finally fix her problem.

Inside, the air was thick with the scent of nail polish and melted candles. A single chair sat in the center of the room, surrounded by mirrors covered in a thin layer of dust. An old woman appeared from the shadows. She was tall and unnervingly thin, her skin wrinkled like dried parchment. Her fingernails were the longest Ada had ever seen, curling in sharp, unnatural spirals.

"You seek perfection," the woman said, her voice low and crackling like dry leaves. "I can give it to you... for a price."

Ada smirked. "How much?" Her obsession for her nails clouding every sense of reasoning.

The woman stepped closer, reaching into a small jar filled with a dark, thick substance. "Not money," she whispered. "Something deeper."

Ada hesitated but then laughed. "Fine. Whatever it takes. I just want strong, unbreakable nails."

The woman smiled, revealing teeth too sharp for comfort. She dipped a brush into the jar and began painting Ada's nails with the deepest shade of red she had ever seen. It gleamed like wet blood under the candlelight.

The moment the polish dried, a sharp sting shot through her fingertips. Ada gasped. Her nails felt... alive. "It's normal," the woman said, stepping back into the shadows. "Go home. You'll see the results soon."

That night, the pain from the sting worsened. Ada tossed and turned in bed, her fingers throbbing as if something was growing beneath the surface. She looked at her nails. They were longer. Much longer. At first, she was excited—until she realized they were still slowly but steadily growing. The tips curled like claws, extending beyond what was natural. She tried to file them down but the moment she did, a deep,

sickening pain shot through her entire body. Desperate, she grabbed a nail clipper and snapped off one of her nails. A bloodcurdling scream tore from her throat. The pain was unbearable, like cutting through living flesh. She dropped the severed nail on the floor, breathing heavily.

Then... it moved.

The broken nail twitched, then crawled back toward her hand. Ada stumbled backward in horror, but before she could react, the nail reattached itself, merging seamlessly as if it had never been cut.

Her breath came in gasps. She grabbed a knife, determined to cut all of them off, but the more she hacked at them, the faster they grew back—thicker, stronger, longer. By morning, her nails had become talons, curling and twisting around her fingers. She could no longer move her hands. They had trapped her fingers in a cage.

And then she heard it—a whisper in her ear, dry and crackling, the voice of the old woman. "You wanted them to last forever... now they will." Ada let out a shuddering scream.

The next day, she dragged her weak body to the salon to seek help from the old woman but the outcome of that visit is not known because no one ever saw Ada again, but some say, if you walk past that same salon at night, you might hear scratching from the shadows—the sound of nails that never stop growing.



Udy Osaro-Edobor

Udy Osaro-Edobor is the Content Creator for SoTV (Supernatural Online TV) Nigeria. She is a movie/scriptwriter, editor, and proofreader. She has several stories to her credit which she posts for free on her Ebook called Udy's Chapter. She is currently working on two short movies. Udy is also a wife, mother, and a "serial entrepreneur".

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JERRY'S SECRET

UDY OSARO-EDOBOR

Jerry had won best staff in the department for four consecutive years. He was one of the nicest people I knew—always taking on extra responsibilities, offering to help refill my water bottle, and even grabbing lunch for colleagues who were too busy to step away. He was a good man.

He was a great husband and an amazing father too. His corner in the office was adorned with lovely pictures of his wife and kids. One of the most interesting times at work was listening to him tell stories about his family. He had an enviable life, the kind of life that made you admire him. Jerry speaks of his wife, Ella, as a calm and supportive partner who keeps everything in perfect order, from the spotless house to the family meals. He portrays their relationship as effortless with little or no arguments or tensions. When it comes to their kids, Jerry paints them as well-behaved and always excelling in school. He talked about how he connived with the kids to play a prank on his wife and this got the whole office laughing. Jerry was my ideal husband material—a solid 10/10. I visualised his life in my head and wished it was mine.

Then there was Onoh. Who never hid the fact that she couldn't stand Jerry. She often voiced her suspicions, saying there was something sinister about him, something she couldn't quite put her finger on. She even pointed out his family pictures, claiming that his wife's eyes looked sad, though she seemed to be the only one who noticed.

At the last awards/dinner party, Jerry's wife was absent—again. It was office policy to bring a plus one, but Jerry always attended alone. His kids never showed up for Christmas parties either. He always had an excuse, each one perfectly logical. But Onoh wasn't buying them. She had a way of seeing through facades, a gift or perhaps a curse that most of us dismissed as paranoia.

It was Onoh who first noticed the bruises on Jerry's hands. When he laughed and said they were from playing football with his kids, she didn't believe him. She called him out on it but we brushed it off thinking Onoh was being her usual over the top self.

Then came the news that shattered everything. Jerry had been arrested. The news spread through the office like wildfire. At first, none of us believed it. Our Jerry? The kind-hearted, ever-smiling Jerry? Impossible. But the truth was darker than any of us could have imagined. Jerry wasn't just arrested—he was charged with the murder of his wife. He had killed her in a fit of rage. The police dug deeper and the horror unraveled. This wasn't his first killing. He had done it before, in another country. Two women had died by his hands and he had fled, adopting a new identity, building a fresh start. But no amount of reinvention could hide the monster he truly was.

Onoh had been right all along.

While in custody, Jerry attempted to break out of jail. Perhaps he thought he could escape once more, vanish into the world and start again. But this time, the police were prepared. He was shot during his escape attempt. He didn't make it. The office was in disbelief. Some cried, some sat in stunned silence. How could the man who had been our friend, our colleague, have hidden such darkness? The Jerry we knew had never existed. It was all a carefully constructed illusion.

Then the real horror came. When the police searched Jerry's laptop, they found something chilling—folders containing detailed plans to kill me. The same man I trusted to refill my water bottle had been poisoning it slowly, biding his time. And Onoh? He had pictures of her, taken at the office, at the gym, at her church. He had been tracking her movements, planning to tamper with her car brakes, staging an accident. It was supposed to happen that weekend but nemesis caught up with him just in time.

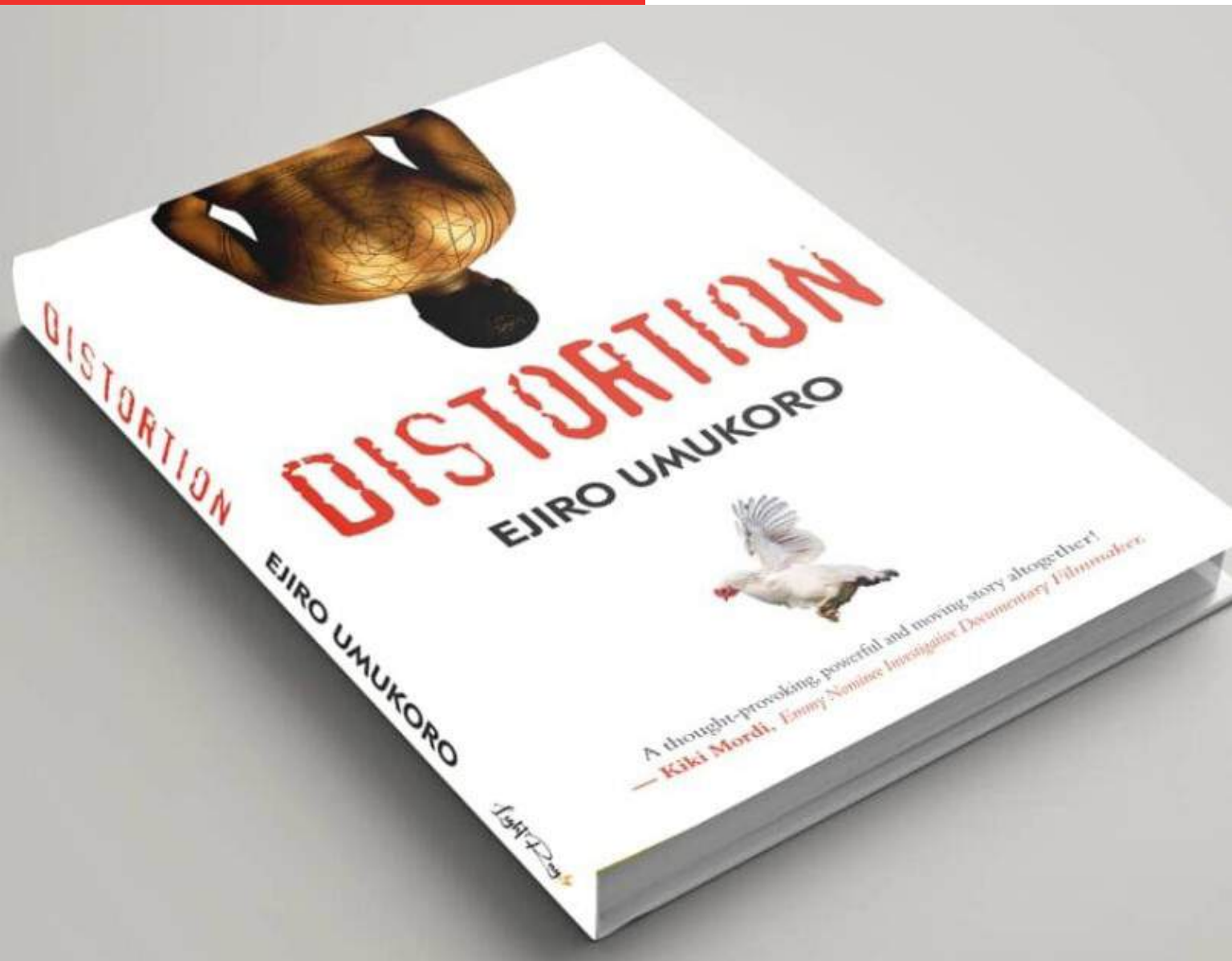
Onoh became a figure of wisdom and respect in the office. People who once dismissed her instincts now sought her advice. If only we had listened earlier. She opened our eyes to the truth that evil hides in plain sight. Sometimes, the kindest smiles conceal the darkest souls. And when someone has a bad feeling about another person, perhaps we should listen a little closer.



Udy Osaro-Edobor

Udy Osaro-Edobor is the Content Creator for SoTV (Supernatural Online TV) Nigeria. She is a movie/scriptwriter, editor, and proofreader. She has several stories to her credit which she posts for free on her Ebook called Udy's Chapter. She is currently working on two short movies. Udy is also a wife, mother, and a "serial entrepreneur".

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Revealing the Hidden Struggles of Humanity -A Review of Ejiro Umukoro's Distortion

Title: Distortion
Author: Ejiro Umukoro
Year of Publication: 2020
Number of Pages: 210
Category: Fiction

DISTORTION

TITILADE OYEMADE

When a journalist writes a novel, expect a story that's detailed, captivating, and thought-provoking. *Distortion* by Ejiro Umukoro doesn't reveal much at first glance, the cover is simple, almost mysterious.

The blurb? A mix of ideas that initially feels overwhelming, as if too many stories are packed into one book. But as the pages turn, what seemed disjointed begins to form a clear structure, and you find yourself pulled into a fascinating web, with each story connecting in unexpected ways.

Umukoro's writing is, as expected from a seasoned journalist, sharp and vivid. She brings each scene to life with striking detail, making the world of *Distortion* engaging and real. The book dives deep into multiple heavy themes: mental health, infertility, grief, religion, caste, human trafficking, sexual perversion, drug abuse, jungle justice etc. It might feel like a lot to handle in a single volume, but as you read on, the reason behind this thoughtful storytelling becomes clear.

Set in the eastern part of Nigeria, the protagonist, Pharmacist (or Chemist 'Abu'), is a man with many layers of pain and complexity. At first, his struggles invoke sympathy, but as his story unfolds, a more complicated figure emerges. His journey exposes the hidden darkness of his character and opens up deeper, unsettling truths about the world he inhabits.

Umukoro introduces a variety of characters whose roles might seem unclear at first. Just when you think you've settled into one narrative, the book shifts, and a new story emerges. The transitions between these shifts aren't always smooth, and some characters fade in and out, only to reappear later, which can leave readers momentarily lost. However, despite these sudden changes, the book offers profound insights into human nature and societal issues, making it a rewarding read.

One of the book's most powerful themes is the vulnerability of those facing infertility. As the story unfolds, you'll find yourself sympathizing deeply with these characters, especially as they are manipulated and taken advantage of. The weight of their struggles can become overwhelming, and at times, you may need to pause to catch your breath as the emotional intensity builds.

As you read, you'll also be forced to confront the darker side of humanity. The book gives you a glimpse into the causes behind the characters' actions, but it never justifies their behavior. Instead, it leaves you pondering the nature of wickedness, prompting you to question how such evil can exist in a world that is already so filled with hardship.

While *Distortion* tackles heavy themes, it's not without moments of relief. Umukoro cleverly weaves in humor, providing brief breaks that help to balance the emotional weight of the story and make the reading experience more human.

Although the book's purpose may not be immediately clear, *Distortion* is undeniably eye-opening and enlightening. It's a story that stays with you, inviting reflection long after the final page is turned.

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.

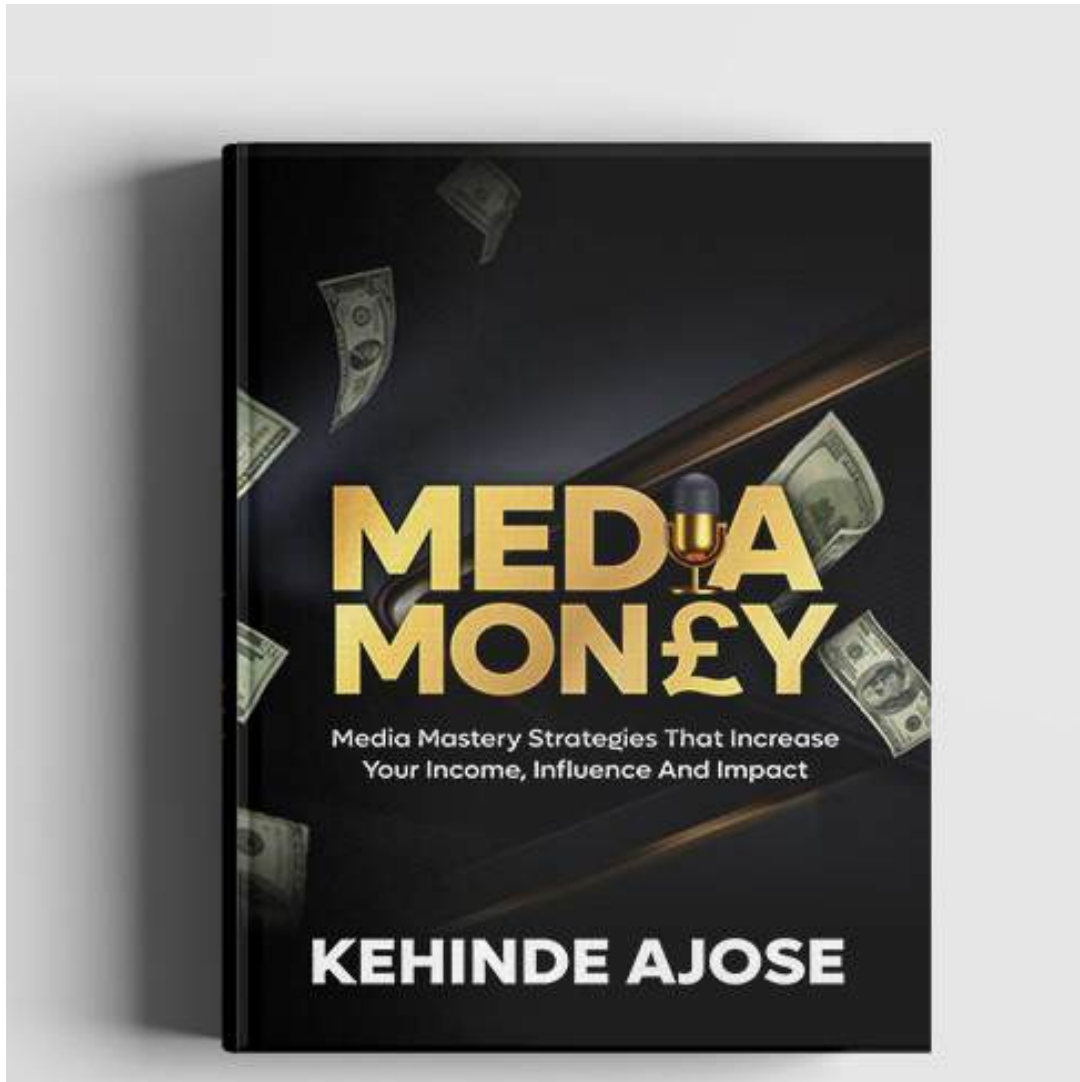
She spends her weekends attending women conferences, events and book readings. She loves to have fun and to help other women have the same in their lives.

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KEHINDE AJOSE'S MEDIA MONEY MAKES A CASE FOR PROFITING FROM VISIBILITY

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In today's media-saturated world, where attention is currency, Kehinde AJOSE's *Media Money: Media Mastery Strategies* arrives as a timely and indispensable guide. At just 155 pages and seven chapters, the book is concise

yet powerful — a no-nonsense toolkit for entrepreneurs, experts, and creatives looking to leverage media visibility for influence, credibility, and ultimately, income.

Ajose, a visibility strategist and media entrepreneur, writes with the authority of someone who has not only studied the media landscape but has also thrived within it. His blend of practical expertise and motivational insights offers a proven roadmap to transform from an unknown entity to a visible powerhouse.

The book kicks off with a striking statement: “People don’t necessarily buy from the best — they buy from the most visible.” This sets the stage for Chapter One, *The Power of Media*, where Ajose illustrates why being in the public eye can revolutionize your business and career.

In Chapter Two, *Crafting Your Unique Media Story*, readers are encouraged to step into the spotlight by overcoming self-doubt and embracing their own narrative. Ajose directly addresses imposter syndrome, urging readers to “own their story” and boldly claim their visibility.

Chapter Three, *Elevating Your Brand in the Media Spotlight*, delves into the art of positioning and storytelling. Ajose uncovers how to make your brand not only seen but also revered by media platforms, transforming it into something newsworthy.

The fourth chapter, *Interviewing the Elites: Lessons from 10 Years of High-Profile Conversations*, is a standout. Here, Ajose shares invaluable lessons from his extensive experience with prominent media figures. His advice on how to conduct interviews that leave a lasting impression is both insightful and actionable.

In Chapter Five, *Content Creation Secrets for Income and Influence*, Ajose reveals how to turn content creation into a revenue stream. By blending creativity with strategy, he demonstrates how anyone can generate income and expand their influence through well-crafted content.

Chapter Six, *The Art of Monetizing Your Media Presence*, bridges the gap between visibility and financial success. Ajose shows how media appearances can translate into lucrative opportunities like speaking gigs, product sales, and business partnerships, effectively proving that visibility — when leveraged correctly — equals profit.

The final chapter, *Show Me My Media Money: A Template and Acronym for Making Media Money*, is a hands-on guide that consolidates the principles laid out throughout the book. Here, Ajose offers a practical template and a clear acronym for readers to follow as they take actionable steps toward monetizing their media presence.

One of the book’s most impressive features is its empowering tone. It reads like advice from a trusted mentor, making complex concepts accessible to all. Another strength is its simplicity — no need for prior PR expertise to grasp and implement the strategies.

However, the book could benefit from a broader focus. While it centers primarily on the Nigerian media landscape, those seeking global visibility might crave more international context. Additionally, the inclusion of visuals or templates, such as sample pitches or media checklists, would have enhanced the book’s practicality.

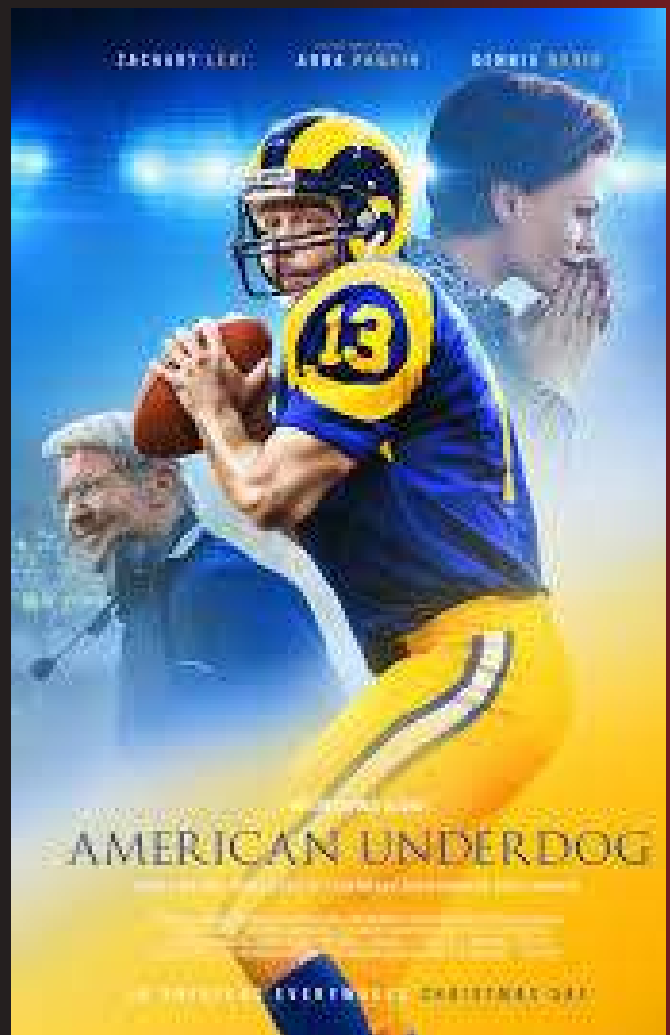
Despite these minor gaps, *Media Money* delivers on its promise. It demystifies the media, boosts readers’ confidence, and provides clear, actionable tools to become seen and heard. Whether you’re just starting out or ready to elevate your brand, this book deserves a spot on your shelf — and on your strategy table.

WEEKENDER

MOVIE REVIEWS

AMERICAN UNDERDOG- THE KURT WARNER STORY (2021)

This movie was based on a true-life story about the life of Kurt Warner. Kurt Warner was a young man we had a dream of joining the NFL, he was skilled and talented and yet couldn't get in, Kurt started practising since he was little, he had watched almost every single game and understood the dynamics of the game. For every time he got the opportunity fear never allowed him to succeed, he had a plan in mind of how he was going to get in but life had other plans for him, well you will need to go and check this inspiring movie to see how Kurt moved beyond his challenges and set back to becoming a 2 time NFL, MVP, super bowl champion and hall of fame quarterback, check out how an underdog became a super star, through the support of his wife Brenda, his family, colleagues and coaches, Kurt displayed strength, tenacity, determination and courage to the world that anyone could be a champion. The 112M sport film based on Real life was directed Andrew Erwin and Jon Erwin they feature cast like Zachary levi, Anna Paquin, Dennis Quaid, Ser Darius Blain, Bruce Mcgrill, Hayden Zaller, Chance Kelly, Adam Baldwin, Cindy Hogan etc.



Netflix and Chill

SENIOR YEAR (2022)

Stephanie was a very young vibrant girl, she used to be quite and unrecognised, until she decided to switch, she wanted to be famous and loved and so she changed her strategy and decided to join the cheerleading team, as time went on, she became famous and loved, she got her dream boyfriend and was looking forward to becoming the prom queen. One day during their performance Stephanie was dropped and the crazy fall led to Stephanie entering into a bad coma for 17 years. You will need to check out this movie to find out how she was able to fit into high school again at 37 years old, everything had changed drastically from cars, to phones, to social media and trends.

How was Stephanie going to fit into life again 17 years later how was she going to lead and still attend the prom night she missed 17 years ago. The 113m comedy, feel-good, goofy drama was directed by Alex Had Castle, they feature actors like Rebel Wilson, Zoe Chao, Sam Richardson, Mary Holland, Justin Hartley, Chris Parnell, Angiurie Rice, Micheal Cimino and many more.



COFFEE AND KAREEM (2020)

This is a very funny drama movie with a lot of vulgar words, which for me was quite disturbing considering the age of the kid who played the lead role, Kareem was a young kid who grew up with his mum who was a nurse, his dad wasn't present. She met a cop who was in love with her, he really loved her despite her colour. To settle down with Venessa he must first convince her son and win him over, unfortunately for him Kareem was a great nut to crack. On the day he went to pick him up from school so they could bond, Kareem decided to set him up with some bad guys to scare him, little did he know that things will backfire, leading Kareem and Koffee to work together to save their lives and his mom. The 88m action, crime, comedy movie was directed by Micheal dowse, they featured actor like Taraji P Henson, Ed Welms, Terrence Little Garden high, Betty Gilpin, Ron Reaco Lee, David Alan Grier and Andrew Bachelor.



Linda Ochugbua

WEEKEND QUOTES



1

Love is easy to understand when you realize it means living on various emotions

.....WhispersbyTEN

2

Illumination is easy to understand when you realize that darkness has nothing to offer

.....WhispersbyTEN

3

Change is easy to understand when you realize that growth is unavoidable

..... WhispersbyTEN

4

Service is easy to understand when you realize that in it, you are blessed

..... WhispersbyTEN