

GLAMANCE

EVENTS & LIFESTYLE

NIG.

THE NEW
**COVID
TREND**

ISSUE NO. 9



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RUTH DAJIE

FALLING IN-LOVE WITH RUNWAY
AND FASHION

GLANCE

MAGAZINE

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- EDITORIAL FEATURE
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- EVENT MANAGEMENT
- EVENT COVERAGE
- EVENT SHOWCASE

- ADVERT PLACEMENT
- BRAND PROMOTION
- PR SERVICES



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Letter

from the editor



Hi Glancers' the 9th edition of Glance Magazine is here. This issue throws light on the new Covid Trend, Lifestyle, Entrepreneurship, Movies and More. Now turn to the next page and enjoy our content.

Maureen Kennedy
Editor In-chief/Publisher

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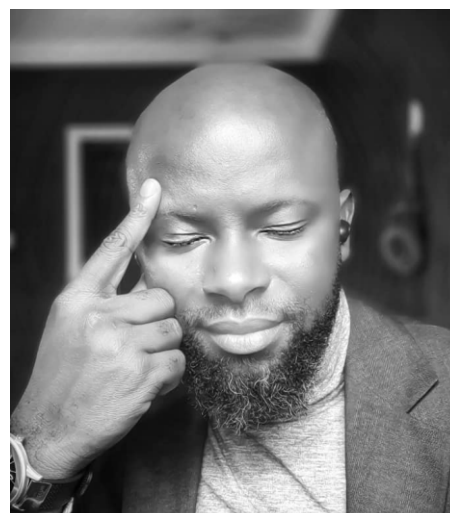
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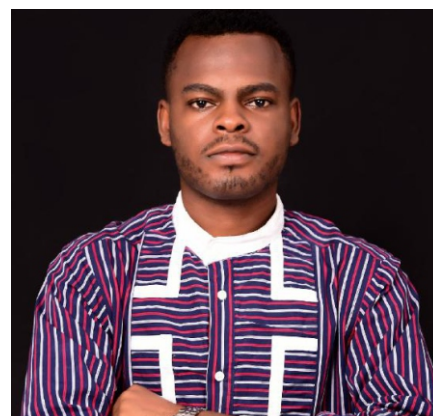
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The Future Now: How Entertainers Can Land Brand Deals

C OVID-19 has left an indelible mark on the entertainment industry. This is especially for artists who depend solely on revenue from live performances. However, there are several ways artists can make money and survive this pandemic. This article offers one solution - Brand Partnerships.

Brand partnership sometimes referred to as Co-branding, is a mutual agreement between 'Non-Competing brands' to strategically market and advertise a service or product.

In a bid to target markets or seize control target markets, global brands leverage the influence of a music artist or popular entertainer/celebrity to access potential buyers. In most instances, it is a symbiotic relationship. So, engaging in brand partnerships entails targeting a company that will pay you to influence your audience/followers to purchase their product or service. A lot of entertainers break into stardom easily and these brands are mostly willing to work with buzzing/trending acts. For instance, seeing a popular artist like Davido on an Infinix commercial or Wizkid on a United Bank for Africa (UBA) Billboard may signal a successful career and is capable of triggering purchase and even brand loyalty.

Do I have to be BIG before selling myself?

An entertainer does not need to be as big as Wizkid, Richard Mofe-Damijo or Basketmouth to sell or pitch him or herself. Establishing yourself and proving your worth with real-time evidence can get you a deal. It is an open market and thriving entertainers can jump right in. Building a team that can sell and deliver is pertinent. Brands are chasing authenticity.

There are several categories of brands from Beverages, Fashion, Spirits, Automobile, Mobile devices etc. As an artist, make a list of your favorite brands that would love to with, seek them out, and make your pitch!

Actress Beverly was an easy pick for Nivea because of her physical appearance. Her recently released documentary 'Skin' is an added win for Nivea.

Flavor has also showcased authenticity with the Beer 'Life'. As a highlife musician, he has been able to establish a connection with the alcoholic brand by fusing the brand with his music genre.

Don't Chase the Bag, Chase Career/Partnership Longevity

Most entertainers are focused on chasing money and paying lesser attention on building a brand that can stand the test of time. I always encourage entertainers to go for deals with potential for longevity even in instances where lesser pay is offered. Nowadays you will see a music artist advertising kolaqalagbo. Not every naira is good. If Nigerian adult film actor Krissy Joh advertises kolaqalagbo is very relatable. Go figure..lol Place the long-term benefit before the pay. Aligning yourself with brands not only positions you as a business person but offers you more opportunities to develop and stay relevant. Bear in mind that relevance in the entertainment industry is fluidic. Thus, be futuristic with your decision.

Arm twist brands into partnership

As funny or shocking as this may sound, some brands are way too relaxed. They are not strategic when it comes to picking brand ambassadors or picking partners. However, they may be open to collaboration when approached. Most times their decisions are based on response to competitors. How can you arm-twist them?

Nigerian singer and songwriter, Odunsi the Engine in his song "Star Signs" used the spirit brand, Barcardi as the chorus. As the song gained momentum, online fans kept tagging the producers of the spirit, which forced them to respond by saying "We see You Odunsi". Odunsi responded as follows: "Sign the cheques".

The Odunsi case exemplifies how you can feature a



brand until it recognizes your craft and sees a potential market. In my chat with popular Rumors/2baba's unofficial DJ, DJ Preppy on how he bagged a Schweppes endorsement deal. He said: "I started hosting street parties, house parties using Schweppes as the headline refreshment. During those parties, I'll ask a photographer to take pictures and publicize them. I continued until I was contacted by a representative..." This story is similar to DJ Spinall's partnership with Smirnoff.

So you can strategically feature clothing like Fashion Nova or Bandanas in music videos, films or related craft. If well marketed, a brand is most likely to step in to leverage from the traction gained

It must be stated that before approaching brands you need to create and understand the value. What will your potential brand partner gain from you? How will such a partnership grow and sustain your brand? These are the pertinent questions that must be considered before thinking of brand partnership.

In the next edition, I will talk about other streams of income that creators can harness.

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HOW PARENTS

CAN INCORPORATE LEARNING RESOURCES AT HOME TO SUPPORT CHILDREN'S LEARNING AND DEVELOPMENT DURING THE EARLY YEARS FOUNDATION STAGE (EYFS).

Due to the pandemic, many parents have come to rely on digital learning and other world-class learning resources which includes hands-on educational resources for the primary aim of keeping their children abreast with educational activities while at home. This is a commendable effort that bridges the gap between teachers and students while they are out of school and also provides an opportunity for parents to bond with their children by participating actively in their activities.

Learning and development are one of the two key areas of the EYFS. It is often said in research that the first five years of a child's life are the most crucial years where the foundation for learning and development is established and help shape the rest of the child's life. There are 7 significant and inter-connected areas of learning and development;

- * Communication and language development.
- * Physical development.
- * Personal, social, and emotional development.
- * Literacy development.
- * Mathematics.
- * Understanding the world.
- * Expressive arts and design.

What are Learning Resources and why are they important?

Imagine you as a parent with children in a primary school. The school has outdated and minimal resources. You feel your children are being deprived of essential resources that will help them get the best education possible. It is up to you to research and purchase the best materials, resources, and technologies that will meet the needs of the children but you don't know where to start from.

Popular resources include Art supplies, DIY toys, puzzles, games, Music toys, Board Games, Spelling Toys, Creative illustrated books, Science Toys, Creative Toys, etc.

It's important to remember that all children learn differently. Kinesthetic learners learn by doing or by engaging in activities. Auditory learners learn through hearing, while visual learners learn through seeing. Most children are a blend of these learning styles. It's important to select resources that will benefit children of all learning styles. This might mean selecting blocks or educational toys with kinesthetic learners in mind; music resources with auditory learners in mind; and DVDs or maps for visual learners. Educational videos are tremendous resources that most students enjoy. Just be careful not to over-do it or rely on these too much. Remember, you want to diversify the types of resources you are using.

Finally, you want to ensure that each resource is helping your child discover their strengths and build life skills like problem solving, critical thinking, negotiation, team work, resilience, emotional intelligence, creative thinking abilities amongst others.

Here are a few tips to help you incorporate learning resources at home:

1. Create an Enabling Environment

An enabling environment is one which provides a rich, varied and safe space in a setting in which children can play, explore and learn. This can contribute greatly to children's learning and development in the early years. The environment should be child-centered and void of distractions to allow the child focus adequately on tasks at hand.

2. Focus on Key Skills

You want to invest in learning resources that not only help your child discover their strengths but nurture and improve their key skills. Rather than dwell on your

child's weaknesses or inabilities, invest in resources that will nurture their innate abilities and their skills set.

3. Keep a Routine

Create a daily schedule with your child that includes math and reading as well as choice activities such as drawing, building, DIY or dancing. It doesn't have to be perfect so don't stress. There are a lot of educational sites where Parents and teachers have been sharing lots of great examples online and you can find examples on educational websites like PBS Kids, Sesame Street, CoolMath, Make Me Genius, National Geographic Kids etc.

4. Plan Fun Activities for your family

There are lots of learning resources that can be played outdoors and in teams. Games like Scrabbles, Monopoly, Homonyms, Puzzles, Board Games, Books, etc. Doing this will help children learn life skills like team work, sharing and caring, conflict resolution etc. Find the resource that works best for your child and incorporate it into a planned family activity while your child learns and has fun in the process.

- By Ushang Edet



POETRY



MORE THAN ONION'S CHILDREN PART I.

You can reach the end of onion's birth but that man
who knows Joy
The end of his soul's cheer
You shall never meet.
He draws from the well of gratitude where new life
sparks up dying ashes. When against him Hope
moved,
The same well was his supply.
When we did him one evil
He thanked us that it was not two. Then we hit him
with two and three Still, in stillness
The light of his Joy remained.
He danced not because he's happy He's happy
because he dances
Still.

© Mercy Damilola Oguntade
(An introduction to the man with Joy.)

MORE THAN ONION'S CHILDREN PART II.

We can number the sons of onion's womb but that
man who knows Joy
His soul's cheer is the count of infinity. When on his
path Standing obstacles were made tall
His belly moved in excitement
That in him God was about to be found,
That God who did not flee the chaos of the Genesis
But cut out light from the fabric of darkness! When
difficulty breathes, this man goes aglow! This man
sows every fall and failure
As capital into that business of Rising.
When God looked through the Earth,
This man put a big smile on God's face because his
life smelled sweetly of Praise said to The King
Even for the bad times!

© Mercy Damilola Oguntade
(How the man with abundant Joy reacts to setbacks).

MORE THAN ONION'S CHILDREN PART III.

Let us go on a journey
To count the children of Mother Onion's belly
Then we shall go again and see
If we can empty the Joy treasury
Of that man whose heart beats with gratitude?
He is not a man bleached of woes
He is not a man smoothened out on all edges
Or some character crafted from an artful writer's
stroke or some idea whose shelter is the mind of
the dreamer! He is that man who like me and you
Sails on this interesting sea we call Life
And no matter how the wind ruffles his ship
He has mastered how to look away
And as if the wind was a kind of soulful music
His heart would gallop in gratitude
For other things he has no matter how small.
With another's pace
This man never measures his own race. His belly
has Joy than onion has children because in spite of
anything and everything Gratitude is his favorite
feeling.

© Mercy Damilola Oguntade
(The ordinary human nature of the man with
extraordinary Joy explained)

“YES!!! YES!!!”

WRITTEN BY: D., QUEEN OF FA'ARTS

And when your clothes finally come off, let it be
on the bed undefiled - in matrimony, never
before. You must f*** everyone else with your
clothes on: turn 'em on with your graces,
Seduce them with your intelligence, and let your
flaws, [if any] be a star in their sky. Let your work
ethic be as insane and productive as your humor
is genuine, and your appearance, aesthetic; leave
'em moaning testimonies of your unsoiled
reputation.

YES!!! YES!!! f*** 'em with your clothes on:
That is how to be irreplaceable, that is how to be
virtuous.

But when your clothes finally come off on the
bed undefiled - in matrimony, you must be
“Naked” and oh so “Unashamed” in the
bedroom, and everywhere else. You must turn
everyone else off but you, your spouse, and God

above. And whether you are afraid of heights or
not, spend forever falling deeper in love with this
soul of yours trapped in the body of another.

YES!!! YES!!! f*** more than the body of that
special one: their heart, soul and spirit must feel
the love. That is how to build a “Happily” that
lasts “Forever After”.

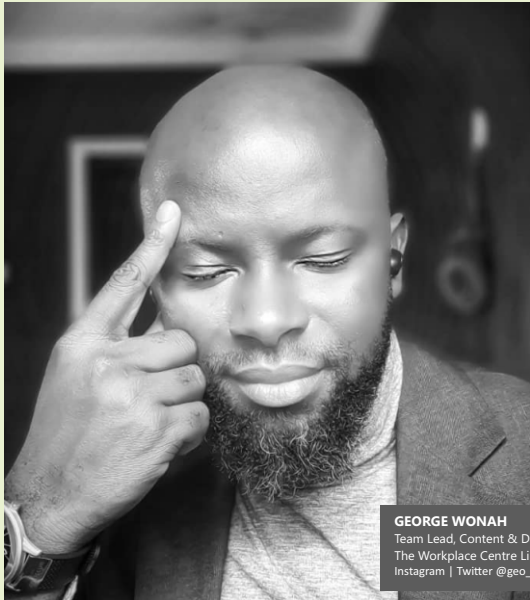
Romans 12:1 I beseech you therefore, brethren,
by the mercies of God, that ye present your
bodies a living sacrifice, holy, acceptable unto
God, which is your reasonable service.”; (please,
read entire bible to get better understanding of
the statement)

This poem is an Excerpt From: “THE FINISHERS
TALE”: a classic devotional for Creatives.
Instagram|Twitter|Facebook: @queenoffaarts

HOME IS STILL 'STILL'

See,
The road has tied her legs
With the taut band of 'traffic'
Let every rimmed wheel
Shuffle and know no speed
Then Civility takes off her dress! Pass the rage hurl
the curse That wicked sport of the frustrated driver.
But,
My destination is seated and still Unbothered by
this road's tantrum. To patience I will throw open
arms And Home I shall meet Right where she
always sits.

© Mercy Damilola Oguntade



KNOW WHAT YOU ARE NOT

"No man can say what he is. But sometimes he can say what he is not." - Albert Camus

It suffices to say that from creation until now, man has been on a quest for self-discovery, actualization, and definition. I would like to state unequivocally that my deployment of the noun 'man' in this context is not specific to the masculine gender, it is in reference to all of humankind – male and female.

In the biblical rendition of creation, man is defined as a living soul, having been imbued with the breath of life by the creator himself. But being defined as a living soul did not seem enough for him as evidenced by what transpired afterward.

It suffices to say that it was not the promise of the juicy fruit which would be appealing to the palates that caused Adam to yield, it was what he stood to become - like God and the knowledge that would accompany that evolution which made him partake of the fruit against God's express command never to.

The overwhelming need to define oneself and or make a name for oneself is not new. Delving back to scriptures, the men of old thought to define themselves by a feat so they commenced building a tower that would reach up to heaven.

In the modern era, people define themselves by their worth, either in terms of net worth, cerebral astuteness, athletic prowess, political, religious, or traditional power, or the magnitude of terror and

carnage they can create, case in point, the infamous Adolf Hitler.

What man is, has been the subject of countless inquiries, retreats, do-it-yourself handbooks, TV shows, religious sermons, and commentaries. Therapists have grown rich suggesting different personas to their patients all in a bid to help define what they truly are.

Albert Camus's postulation reflects the foregoing in no small way, which is why I am reiterating it; "No man can say what he is. But sometimes he can say what he is not." what this seeming paradoxical postulation suggests is that while man cannot categorically say what he is, he can define himself by what he is not, this is consequent upon the fact that he is not an isolated being, he is a social creature and based on his social relations with his peers, family and the larger society, he can determine right from wrong, what is deemed acceptable as opposed to what is not, he begins to appreciate such virtues as integrity, patience, consistency, diligence and the likes.

Armed with the knowledge derived from his various experiences, he can recognize and define certain attributes people around him consciously or unconsciously display, and based on his reaction, transaction, interaction, and relationship with the same environment, he can say what he is not. For instance, he can say that he is not a thief. Because he does not steal, he can say he is not a beggar because he does not beg, he can determine that he is not lazy because he applies himself to honest and rewarding labor; these are the parameters by which he determines what he is not which inversely defines him.

Some of us are familiar with the story of the swan that found itself the subject of ridicule by other birds, these birds in clear terms insisted that the swan was nothing like them and strongly suggested it left town; the swan seeing itself as an ugly duckling took to the cave and stayed hidden until a flock of swans found it, told it what it was not, it then realized it was a swan and the best of them at that, from that point on, the swan began to live its best life.

Here's a little advice, whenever you begin to have doubts about what you are, highlight everything you are not and like clockwork, the details of what you are will emerge and quell all doubt.



USHANG EDET

TELL US ABOUT YOURSELF

My name is Ushang Edet. I work as a Knowledge Management member of the CRS-REDD+ technical committee. A committee founded through the UN-REDD+ Program.

I am also the founder of Gem Learning Resources, a learning and creative space providing age appropriate, innovative and affordable learning resources for children aged 0-12years.

I am a passionate education and Gender Advocate.

WHAT IS UNIQUE ABOUT YOUR BUSINESS?

Our unique selling point is that we provide learning resources that have been well designed to consider the child's physical, mental, academic, emotional and social development in mind. We carefully curate the best learning resources from across the world making sure each one is fun, engaging and resourceful; and ensuring they help parents identify their children's strengths and passions.

All our resources have passed safety testing measures and come with age-appropriate recommendations which we encourage parents to strictly follow when choosing to buy a resource for their child. In addition, to the above mentioned, a major part of our goal is to keep parents involved, and we do this by ensuring we share extended learning tips and guides for parents on our social media channels to assist parents be fully involved in helping their kids learn through play.

WHERE DID THE INSPIRATION TO START A BUSINESS COME FROM?

I would say I stumbled on the inspiration. After I became a mother, I found myself constantly on the hunt for age appropriate learning resources to engage my daughter at home but soon realized there weren't a lot of options available locally. Basically, the inspiration to begin Gem Learning Resources evolved out of the desire to make such resources easily accessible and affordable in Africa; so, what started off as a need for my daughter; naturally grew into a business venture.

DID YOU ENCOUNTER FAILURE AT FIRST? HOW DID YOU COPE AND WHAT LESSONS DID YOU LEARN FROM THE EXPERIENCE?

Doing business in Nigeria is not for the faint-hearted, it comes with all the challenges one can/cannot imagine. One has to brace his/herself everyday to succeed in business. Due to the high demands the business was taking on me, we needed to take a break and go back to the drawing board to re-strategize. I won't call it failure per se, but coming back stronger and better.

HOW HAS THE PANDEMIC AFFECTED YOUR BUSINESS? AND HOW HAVE YOU BEEN ABLE TO KEEP IT AFLOAT AND RUNNING?

Contrarily to the norm during the pandemic and in the midst of businesses shutting down, my business was one that actually did thrive during the pandemic. With Parents and Children being locked up at home, parents were looking for engaging and affordable resources to keep their children busy at home and that's where we came in, filling that need and helping parents create an enabling environment at home where their children can learn and thrive through play. We've been able to keep up with the demands from parents as we currently deliver to all the major cities in Nigeria. This has helped the business gain more grounds and entry into the educational sector where we aim to make more impact.

We've been able to keep the business afloat and running because one of our major goal is listening to what parents are asking for. Sometimes parents are looking for resources that can serve a variety of purposes while still helping the child develop the necessary skills they require.

HOW MANY HOURS DO YOU DEDICATE TO YOUR BUSINESS DAILY?

On an average 7-8hours daily.

WHAT SACRIFICES HAVE YOU HAD TO MAKE AS AN ENTREPRENEUR?

Like with most working moms, my business projection experiences some ebb and flow; some periods requires that I direct more of my time and energy into being very hands-on and present for my family and other times I've been able to pull back and truly pursue my business goals.

WHAT'S YOUR APPROACH TO MARKETING?

As a business, we leverage on different marketing strategies tailor made to suit our customers; the kind of business we do and the environment we operate in. We are open to investing in marketing techniques that can help us reach our customers, expand our reach and achieve the goals we've set for ourselves as a business.

WHAT PART OF YOUR BUSINESS BRINGS YOU THE MOST FULFILLMENT?

Reading positive feedbacks from parents on how our learning resources have helped contribute positively to the learning journeys of their children. It's all the inspiration we need!

HAS SOCIAL MEDIA CONTRIBUTED TO THE GROWTH OF YOUR BUSINESS?

Definitely! As a business, we leverage a lot on social media to grow. This has been a major factor to the success we've achieved and the level we've been able to grow the business to up until this point. Social media has been part of our marketing strategy from inception.

WOULD YOU SAY YOUR LINE OF BUSINESS IS PROFITABLE?

Absolutely! Parents will always need learning resources to help their children's overall development and learning journeys.

WHAT DO YOU ENJOY MOST ABOUT BEING AN ENTREPRENEUR?

The best part about being an entrepreneur for me is the ability to curate and sell Products & Services I love and also solve problems and make a difference in the process.



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BITCOIN AT
GOOD RATES**

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The advertisement is set against a teal background. On the left, a white box contains an illustration of two people trading Bitcoin and Naira coins, with the text 'OJEx - BITCOIN EXCHANGER' and 'I BUY BITCOIN AT GOOD RATES'. Below this, contact information is provided. On the right, a photo shows a man in a patterned shirt and yellow pants sitting on a stool, looking at his smartphone.

SEASONED OAP & ENTREPRENEUR

-QUINESTA EKOM-



What does Quinesta Maternity mean to you as a brand? And what makes it stand out?

Have been birthed out of my personal experience, Quinesta Maternity Fashion and Accessories (QMFA) is a unique service provider that responds to the concerns and yearnings of Pregnant women of all classes and new mothers with regards to comfortable, yet stylish clothing and accessories for all occasions during and after childbirth.

For us, being pregnant shouldn't make you lose your sense of style or your spouse's attention due to the physical changes that often occur at this time. In order words, Pregnant or Not, you must keep your sense of style and this is our motivation to serve our clients.

Furthermore, while conceding that we have evolved over the years in response to a number of factors, we have also been consistent with our value delivery. Our brand and service is unique because we ensure our clients have pleasant and memorable shopping experiences and after sales services.

As a very popular store in the city of Calabar, this comes with a lot of responsibilities, how do you cope with expectations?

As an individual, I always try to strike a balance in whatever I do. In as much as I work hard to meet our client's expectations, I also have it at the back of my mind that I am human and sometimes I need to take a break. People will definitely have certain expectations of what my business should look like, what should be and that's okay, but in the end, I am the one who wears the

shoes.

What would you say is your greatest professional accomplishment to date?

I will say keeping this business running for over 6 years now, against all odds. I have seen growth and progression but I have also weathered turbulence and financial storms. I am not where I hoped I will be at this time, but I have become wiser, knowing what to do and hoping that with the help of God I will do them so that the business can thrive further and faster.

What's the best advice you have received in business that you wish to pass on to our readers?

Wow, the best? Hmmmmmm.... That will be, that a business usually takes on the character of the owner. So if my business must improve, that means I must improve myself by engaging in personal capacity development.

What has been the most effective marketing initiatives or programs you have used to promote your business?

The most effective for me has been good customer relationship. A satisfied customer will definitely spread the word. I always tell my staff to treat every customer as royalty, regardless of how they appear physically. Treating customers right has always been the best marketing strategy. Others have been event sponsorship and use of social media campaigns.

What one thing did you learn when you started as a small business owner that has served you well over the years?
Yearning for knowledge, a teachable spirit, being open to new information and most importantly, putting God in all that I do.

Are there any resources or tools you'd like to share with other small business owners that helped you grow?

I will recommend that they read books related to business as well as the biographies of business leaders. Specifically, there are books like Rich Dad, Poor Dad by Robert Kiyosaki, Smart Money Woman by Arese Ugwu, Who Moved by Cheese by Spenser Johnson and The Cash Flow Quadrant by Robert Kiyosaki.

What do you enjoy most about being an entrepreneur?

The fact that I can meet the needs of people. I enjoy the smiles on their faces when they make satisfactory purchases and see me years later and inform me that they are still using what they bought from my shop because of its quality and durability.

You're also one of the outstanding OAP's in CRS, how do you juggle business and your job as an OAP?

I have an amazing team at QMFA who can handle the affairs of the business even when I am not physically there. I have people in different parts of the country who help make things easier for me with regards to supplies and deliveries. On the other end, I work with a Radio Station that is supportive and do not hinder the personal growth of their staff.

PREGNANT OR NOT,
KEEP YOUR SENSE OF *style*

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HEALTH TIPS FOR WRITERS



Writing is such a beautiful endeavor, creating characters and giving them life, personalities, families, friendship and all are priceless and give immeasurable fulfillment. But, writers are susceptible to burnouts because they neglect their health thus impairing their ability to write for as long as they would desire to write.

Having experienced firsthand the frustration of burnouts as a writer, I was inspired to document this piece packed with health tips to enhance the health of writers and set them on a path of life long productivity.

Sleep & Rest: This is coming first because writers, in their bid to write more, neglect their bodies need to sleep and rest. Sadly, sleep and rest deprivation brings on a host of health problems including depression, mood swings, poor eating habits, and weak recovery.

Getting 7 hours sleep each night is the ideal situation as it refreshes the brain and mind to be productive.

Healthy Dieting: Neglecting diets are another cardinal sin committed by writers: their practice is to feast on junk which have little or no benefits to their health. But such practice brings both long term and short term health hazards.

Writers should budget for and organize their meals, and patronize only nutritious foods that will improve both their physical and mental health. And since snack consumption are unavoidable, writers are advised to consume only healthy snack.



Visual Health: The practice of spending long hours writing tends to strain the eyes leading to eye defects. Taking periodic breaks between writing engagements can mitigate these defects.

Exercises such as roaming the eyes about in accordance to the 20-20-20 rule comes really handy. The 20:20:20 rule states that "every 20 minutes, take a 20-second break to look at an object at least 20 feet away".

Fitness and wellness: Though the life of writers are full of deadlines, writers must add "exercise" on their "to-do list" because the body needs exercise. As such, cultivating an exercise habit, or regularly scheduling fitness routines are crucial for writers. Writers should regularly and consistently take trips to gym, and exercise their body at the slightest possible opportunity.

Breaking in between: writing is a painstaking, labor intensive task that stresses the hands, legs, eyes, and buttocks. It is important for writers to take regular breaks in between writing sessions and move, walk, and stretch their hands and legs, as well as roam their eyes.

Meditation; A regular meditation practice brings tons of benefits, including reduced stress and anxiety, lower blood pressures, exercising the brain and mind, and boosting the immunity. It also helps increase creativity and focus (which are necessary for writing). Nothing revives the mind like meditation. As such, it must be a top priority on writer's scale of preference or to-do list.

Sitting Posture: Maintaining a good sitting posture helps prevent spinal cord injuries. Inversely, bad sitting posture (like slouching) reduces productivity, making it hard for writers to concentrate and keep from getting fatigued.

While this is very difficult for most writers, it's a very essential aspect of living a healthy life as a writer. So, ensure you get a comfortable desk and chair that aids good sitting posture.

Social Life: It's common knowledge that writing almost sentences the writer to a life of isolation in a somewhat alternate universe where their living revolves around figments of their imaginations.

While this is beautiful, it might in the long run cause depression and other health problems such as fatigue, stroke, and mental disorders.

It is important for writers to make conscious efforts to participate in the real world, talk to real people, & address real life issues to avoid mental health problems.

Writers should come out of their imaginations regularly and spend some time with their family and friends.

Stay hydrated: Water is an important part of life. Writers must keep it handy, taking periodic sips as they write to keep healthy and hydrated. Occasionally, it is advisable to substitute water with healthy fruit drinks and juice. And be sure to refill your drinking cup as it empties.

Schedules and To-do lists:

Keeping a regular schedule and to-do list is a powerful tool to help writers organize their lives and attend to tasks as at when due.

From sleeping and eating, to meetings and reading, and even mundane things like watching movies, making love (for married writers), or simply texting their lovers to tell 'em how much they are missed, the schedule of a writers should have them all. These will help writers stay connected with reality.

Productivity tools on devices (such as alarms and timers) are a good way to have things scheduled.

Writing is one of the greatest forms creativity. This makes writers very important to the world. But remember, there will be no writing if the writers are sick. So, stay healthy writer.

Cheers, to a healthy life-long writing career!!!

CHOCO STYLES



0 8 0 3 1 3 5 2 3 7 1

moviedom

With the global pandemic, 2020 became a unique year for cinema lovers like me who enjoy experiencing movies through the big screen, heavy speakers, & popcorn in the company of strangers.

But, thanks to Netflix, we didn't lose it all; they gave us numerous original movies. Here are a few of my favorites, don't worry, no spoilers:



LOVEBIRDS

Sometimes we just want to be entertained and that's exactly what Issa and Kumail Nanjiani (a couple who's fractured relationship hits another snag when they witness a murder and become the top suspects for the crime) did for us. The plot, silly entertainment, & comedic flow got them into some ridiculous situations that WILL make you laugh out loud and forget all the 2020 sorrows. Speaking of love in unexpected places, I actually didn't think I would like this movie and then surprisingly, I fell in love with it. I wish it was longer.



EXTRACTION

At this point, it's safe to say Chris Hemsworth is the perfect superhero: from his character as Thor, to the Huntsman, and now Tyler - a hardened mercenary who has nothing to lose, and then giving his life to save a teenage boy. Featuring gun blazing scenes, car chasing, and intense combats, extraction is a movie that will keep your heart pumping the entire time. The story line was well thought, the directing was great, and lighting was cinematic and soft. My favorite scene was where Tyler Rake and Ovi Mahajan were having the conversation in the room, that lighting was great. Learning that there will be a sequel even though the hero died (or maybe he didn't, can't wait to find out) has left me excited.



THE OLD GUARD

Setting a new standard for superhero movies, "The Old Guard" introduces us to the backstories of immortals. Directed by Gina Prince-Bythewood, the movie follows a group of near-immortal warriors with the ability to heal, who had worked for centuries to fight for a better humanity. Led by the ancient warrior - Andy (played by Charlize Theron), a newcomer to the team Nile - they soon discover someone is onto their secret, and they must fight to protect their freedom. With a beautiful balance of emotion and action, "The Old Guard" hits all the right notes and keeps us wanting more. If you are looking for a good action movie with great fighting scenes, blood, adrenaline rush, and gunshots, this is the movie for you. The story was good and exciting. Hopefully, we will see a sequel or prequel. Without a bias, it ranks as my favorite movie for 2020.

music



INTERNATIONAL

1. WAP
Cardi B Featuring Megan Thee Stallion
2. Dynamite - BTS
3. Laugh Now Cry Later - Drake Featuring Lil Durk
4. Rockstar
DaBaby Featuring Roddy Ricch
5. Blinding Lights
The Weeknd
6. Mood
24kGoldn Featuring Iann Dior
7. Watermelon Sugar
Harry Styles
8. Whats Poppin
Jack Harlow Featuring DaBaby, Tory Lanez & Lil Wayne
9. Savage Love (Laxed - Siren Beat)
Jawsh 685 x Jason Derulo
10. Popstar
DJ Khaled Featuring Drake

LOCAL

NEW

1. Wizkid - No Stress
2. Davido - FEM
3. Burna Boy - Way Too Big
4. Burna Boy - 23
5. Tems - Damages
6. DJ Tu nez - PAMI (feat. Wizkid, Adekunle Gold & Omah Lay)
7. Jamopyper - If No be you (feat. Mayorkun)
8. Patoranking - Abule
9. Burna Boy - Onyeka (Baby)
10. Omah Lay - Bad Influence

Bonus Track

Adekunle Gold & Nailah Blackman - AG Baby

TELL US ABOUT YOURSELF AND MUSIC

My name is Blessing Tangban. I'm a singer-songwriter, guitarist & aspiring music producer. I'm also a PhD student of public policy administration. Passionate about everything I'm into, and about exploring my full potential

HOW WOULD YOU DESCRIBE THE MUSIC THAT YOU CREATE?

I make Afro-folk music that tells the stories of the human experience through the lyrics, melodies & rhythm of traditional African music

WHAT IS YOUR CREATIVE PROCESS LIKE?

My creative process is rooted in experience. Once I can feel it, I can write about it, I can sing about it. I just have to feel it within me

WHAT IS YOUR FAVOURITE SONG TO PERFORM?

My favorite song to perform is called "Free" it's from my first album. Every time I sing it, I'm reminded of when I wrote it, sitting in a car, watching the water.... It was a beautiful day. So I think about that a lot whenever I perform the song

WHICH FAMOUS MUSICIANS DO YOU ADMIRE?

Hmm, I admire John Mayer, Dido, Fally Ipupa, Angelique Kinjo, Mahalia, Miranda Lambert, Tuface Idibia and a lot more.

WHO OR WHAT INSPIRED YOU TO MAKE MUSIC?

The desire to tell my own story & explore the depth of the human experience inspired me to begin making music. There is so much

**Blessing
Tangban**

I'm a singer-songwriter, guitarist & aspiring music producer.

to be learned from songs, so many stories, so many epiphanies, so many perspectives..... This is why I make & listen to music

ANY COLLABORATIONS YET? AND WHO WOULD YOU MOST LIKE TO COLLABORATE WITH IN FUTURE?

Yes, so far I've worked with Johnny Drille & MI Abaga. I hope to work with Tuface, Fally Ipupa and Dido in the future

DO YOU FEEL THE INTERNET HAS IMPACTED THE MUSIC BUSINESS POSITIVELY?

Yes, the internet exposes you to what is happening and available in the world. It also helps to project you to the world when used right and positively

WHAT SOCIAL ISSUES ARE YOU MOST PASSIONATE ABOUT?

Social issues.... hmmm I'd say at the top of my list is climate change. We have seen from the internet & the news, the negative impact of pollution on the planet. Doing our best to reduce waste will go a long way towards providing a safe environment and better climate for all

TELL ME ABOUT YOUR MUSIC PROJECTS? SINGLE, EP? WHAT'S IT ABOUT? WHAT WAS THE PROCESS FOR WRITING AND PRODUCING IT?

So far, I have 1 album and 1 EP. The album is called FREE and the EP is called NOWHERE GIRL. I have also released popular singles like Grow up (Featuring Johnny Drille) and Insecure (Featuring MI Abaga). These project were a Joy to make. I hope to make more. Writing for a body of work is just basically compiling songs you've written & then finding a way to align them into one project. It's a lot of work but it's a lot of fun.





ITORO MICHAEL EKPO & NEJI OJONG ARTHUR BECOME

ONE



Neji and Itoro met on Facebook and forged a deep friendship that eventually turned into a lasting love. Their traditional wedding was held in Calabar on the 3rd of October and they eventually tied the knot in church in the presence of close friends and relatives on the 10th of October in Lagos, Nigeria.







– TOLD BY THE GROOM

Ours is a story of patience, sacrifice and true love.

We met on Facebook. We were already friends on Facebook when I noticed her. I checked out her profile and started watching that space with one eye. I learnt a bit about her from her interactions. I perceived cool, calm, strong, of course beautiful, hard-working and maybe a tad proud lol.

Finally, after about 3 to 4 months, on the 3rd day of August, 2015, I finally slid into her DM, I really didn't care if I was going to get a response or not. The following month, I sent another message and got ignored. Almost a year later her post appeared on my TL and I went to her DM again and realized that she never responded to my opening slide.

Baby Boy was shocked!

So on the 31st of May, 2016, almost a year after first saying "Hello" to this very snobbish human being, I sent another message, ***"Damn can't believe you haven't replied me since September 2015. Na waa ooo"*** and just about an hour later I received a reply ***"Lool. I'm sure i did lol"***

This was the beginning of what I would call an incredible long-distance friendship. We started talking almost every day. About our lives, family, ambitions and so on. We became best friends and as i travelled a great deal on work assignments she was always with me on voice calls, WhatsApp voice and video calls.

Our friendship grew so fast that we shared our daily experiences with each other. She was in Calabar and i was based in Lagos but always away for work. It was difficult getting closer and closer yet being so far. We both knew something was building between us but i guess because of the distance neither of us wanted to

be the one to express it for fear of getting hurt or the sad reality that we were so physically far apart that trying would be totally hopeless. Still we kept our friendship going until...

Sometime in early 2017 our friendship was hit by an unexpected event and we grew apart. For almost 2 years Neji and I did not speak. I tried but she was either cold in her responses or ignored me completely. I understood I had wronged her so I decided to give her space.

It had been almost 2 years and then on one very sunny day in the city of Bobo Dioulasso, southwest of Burkina Faso, i suddenly thought about Neji. I was sure she hated my guts. I knew i was the last person she would want to hear from, but I couldn't stop thinking about her. Oh Neji, my best friend... and i missed her still.

I summoned the courage the following evening to call her. Just to know how she was doing. She was cold but sounded well. A lot had happened over the years. She had moved to PH in search of a job and to pursue some independence. I was glad she at least spoke to me. I was also in a bad place because i had gone through a lot and so one day she asked about it and i told her what happened. To my surprise Neji calmed me. Spoke to me like an angel. Told me it would be alright and that life was crazy sometimes and bad things always happen but i had to be strong and focused. She neither crucified me nor criticized my choices.

After the night's conversation, we started talking to each other again. But she pulled away many times when the conversation got uncomfortable. It had been years and it still stung.

But, I was certain she still loved me and in February 2018 she told me so for the first time.

We had found each other again, so she forgave me for

the hurt i had caused her.

Neji and I finally met face to face after 3 years of being virtual friends. This was in December of 2018. She accompanied me to my brother's wedding. I flew to PH and we travelled to Uyo together. This was the first time we would see each other for real since we started talking in 2015/2016. It was as if we had been together for ages. It was all smiles and laughs and joy.

We spent Christmas of 2018 together in Lagos and began discussing her relocating to Lagos. It was time to eradicate the distance barrier. It had caused enough problems already. We implemented the relocation plan immediately the following year and it was a year of love and learning. ***Neji has shown me so much love, and forgiveness, happiness and joy. She is a strong passionate woman.*** We learnt a lot about each other in the year 2019 and at the end of that year i asked her to marry me.

It was inevitable.

I had loved her for so many years and after finally meeting her, she was everything i had ever wanted + more

Neji! Today i am yours and you are mine. My love for you grows every minute of every day. I will always be the husband/man of your dreams. Support you, love you and cherish you. You are my queen and i live to see you shine bright. It feels like yesterday we only talked of our friendship. Today I am your husband. There's no title that makes me happier.

I LOVE YOU. NOW & ALWAYS. – Your Husband: Itoro Michael Ekpo





Crypto currencies (Bitcoin and Tatcoin) and the Block chain Technology is Changing the Narrative!

The world has definitely evolved with the evolution of money from metallic coins to paper money to credit cards and now to digital currencies with crypto currencies.

Crypto currency is just a form of digital currencies that is decentralized and can be transferred from one person to another via a Block chain.

What this implies is that with crypto currencies, money can be transferred in the form of value through a peer to peer system.

Bitcoin appears to be the first ever created Form of Crypto currency by an anonymous Satoshi Nakamoto, built on a Block chain.

The Block chain is a decentralized and secured system created for the transfer of value seamlessly and transparently. Every transaction carried out on the Block chain can be read and verified.

Because Bitcoin is not only a currency but also store of value it has the ability to appreciate in value over time. According to CNN, Bitcoin was the best performing assets of the past decade with over 8.9M ROI.

Let's get this more explicit, 1\$ invested in Bitcoin at the beginning of the past decade, (2010) would have

yielded over \$90,000 at the end of the decade. Crazy right? That is why more investors are willing to take hedge in Bitcoin as a safe Haven from falling economy.

Bitcoin is currently trading at \$10k with several indications that suggest a bull market soon.

The devaluation of local currencies like (Naira for example) over the years has made crypto currency like Bitcoin as better store of value for long-term investors. Through crypto currency like Bitcoin, Nigerians who are business inclined with large amount of money to transact over foreign shores can do so seamlessly.

Nigerian Bitcoin Entrepreneur, Chimezie Chuta in an interview says: "Nigeria is a very import-heavy country. Food industry, drugs, you name it, construction equipment, cars. Much of these goods are bought from Chinese manufacturers. Nigeria's economy is heavily import dependent and China is a major import partner to Nigeria, Chuta adds.

Consequently, Bitcoin has increasingly become an alternative means for a fast, reliable and less transaction fees for entrepreneurs in Nigeria.

Away from Bitcoin, alternate coins popularly known as alts coins have gain more attentions like Ethereum with its ongoing Block chain system, built also to allow crypto tokens and other smart contracts to be built on it.

In Africa, we have an indigenous crypto currency project, Tatcoin built on the Ethereum Blockchain also changing the narrative as both a system of value transfer and a store of value.

Tatcoin creator, Gaius Chibueze, popularly known as Bitcoin chief says missing buying bitcoin at the dawn of the decade when it was valued at less than a dollar is no long an issue if one has acquired for himself Tatcoin now, especially during it presale when it sold for 3cents. With the surge in the price of Tatcoin, the Utility token has done more than 7x from its initial price at presale. Those who bought at presale have made huge ROI on their assets with even more bigger prospect for the future.

Use cases and adoption is very essential to value of crypto assets and Tatcoin has both as the token is built under an ecosystem, AbiTNetwork with solutions across several industries, like Real Estate, Travels, Agriculture, Games, Clothing, finance etc. as the transactional currency within the ecosystem.



Meet The New FAMOUS QUEEN

My name is Princess Ifeanyi Chioma winner of FAMOUS QUEEN NIGERIA 2020. The sixth child from the family of seven, I hail from Umunkwo Isiala Mbano LGA in Imo State. Currently a student at The Federal Polytechnic Nekede Owerri studying science laboratory technology. I am a make-up artist, currently building my brand and modeling carrier.

- Process of the contest and challenges

It was great. From the arrival to the main show and then departure. After we arrived at the venue of the contest which was held at Riverside Hotel Nekede Owerri, we met with the officials and got briefed of the rules and regulations guiding the contest.

From the morning workout sessions, to breakfast, rehearsals, lunch, games, dinner and other activities were all fun.

We also had our pet project defense where we talked about our passion and aspirations.

A photo shoot session also took place during the camping period.

- What inspired me to go for Famous Queen Nigeria?

It has always been my dream to be a model and a pageant queen, and hearing of Famous Queen Nigeria? I knew it was time for me to achieve that dream.

- What do you intend to achieve as the new Queen

As the new emerged queen of Famous Queen Nigeria I would like to be a role model to the young girls in the society, to build my brand, to help the less privileged. I genuinely want to make an impact in the society.

To give the brand Famous Queen Nigeria an added value, to open and create opportunities for the Queens yet to be crowned.

-What are you most passionate about and where do u see yourself in the next 5years

I am very passionate about modeling. In the next 5 years I see myself as one of the top models and beauty queen in Africa and the world at large.

HAT'S ON

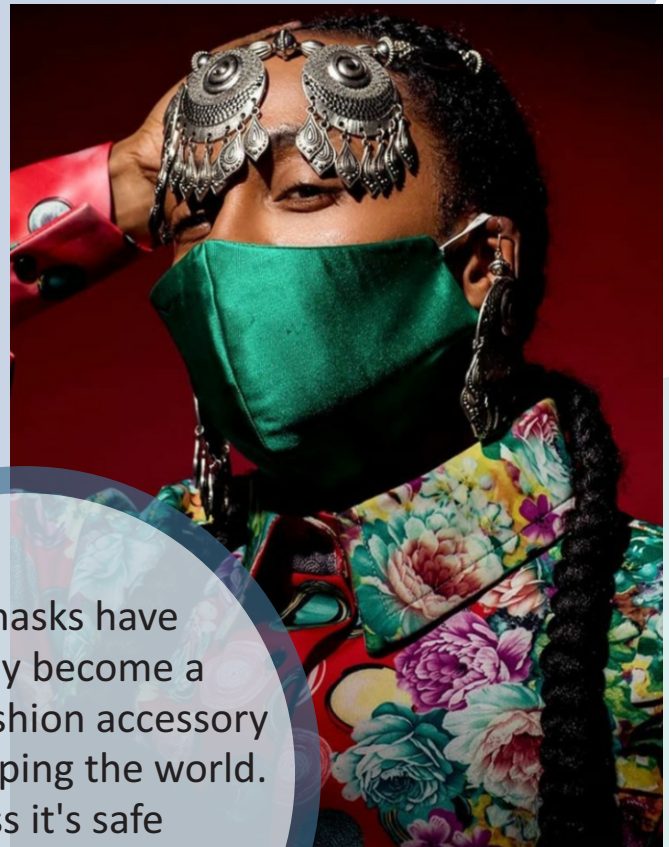


Hats and fascinators can be tricky, with endless styles to choose from. But there are also a great fashion accessory. Here are ways to wear a hat in style.



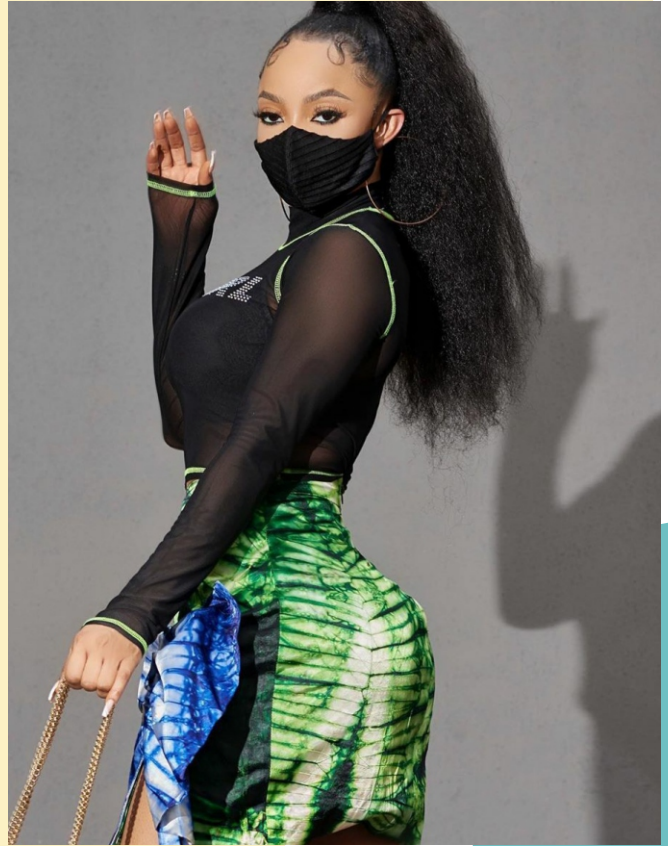


NEW COVID TREND



Face masks have gradually become a trending fashion accessory that's sweeping the world. I guess it's safe to say face masks is the new sunglasses.







Style Tips for Men

Below you'll find the best of the best tips: plus extra. To make you look sharper and stylish. You can thank us later.

Shop with a friend.

Sales rep are paid to sell you things whether they look good or not.

Take a friend who'll tell you to your face when you look like a clown.

Own more shoes.

How many pairs do you own? Get some more. Vary the styles. Shoes are the most underrated tools in a guy's style arsenal.

Three shoes a man must have, sneakers-canvas, we live in an increasingly casual world, and you need a shoe to wear for all your casual outings — going for Classes, visiting a friend's, running errands, attending a parties, etc.

A pair of leather Boots, Leather boots were once standard footwear for blue collar laborers, soldiers, today the basic designs haven't changed all that much, and there are in vogue for dress up.

Black leather dress shoes. You need something you can wear with a suit on formal occasions.

Agbada & Trad. Styles for the Men

If you are not dressed in a classy suit & tie, it would most likely be a traditional attire called Agbada.

Wearing a well-tailored piece of Agbada or Trad, has come to stay, these days either young or old get all the attention at a wedding or a gathering.

Shine your shoes more often than you think you need to.

A pair of shiny shoes can set you apart as a man who cares about details.

Not only does shining your shoes look good, it is a necessary part of properly caring for and maintaining a nice pair of leather shoes or boots.

Iron your own shirts.

It's a useful skill to Learn. Details matter when it comes to your appearance and making a good first impression. A well-ironed shirt, gives you confident and of course a good feeling.

Wear a cologne.

You can get small testers from most department stores. Try a few and see what goes well with your natural scent. Nice fragrance adds to your overall impression of

being a sharp, put-together man. We know that dressing well ups your confidence. You just feel better when you look nice. Wearing a cologne enhances that feeling, as you'll be confident that you not only look like a million bucks, but smell like it too. You should be realizing the importance your scent carries in the world.

Own at least one business suit.

Then, if you can't afford it, own one bespoke social suit.



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SHOE GASM





RUTH TUKU DAJIE

FALLING IN-LOVE WITH RUNWAY AND FASHION



FALLING IN-LOVE WITH RUNWAY AND FASHION

Tell us about yourself educational background, statistics.

I am Ruth Tuku Dajie, from Cross River State, Boki LGA to be precise. A 400level student of Micheal Okpara University of Agriculture (MOUUAU) studying entrepreneurial studies.

Why did you choose to pursue a career as a model?

I grew up watching TV shows which made me fall in love with runways, and it also contributed to me being a fashion enthusiast.

What are your goals as a model and how do you see yourself progress in the field.

My long term goal as a model is to be fully established both national and internationally in the modelling industry

I want to explore and develop new skills, I want to have gained experience in leading projects, and I will be looking for opportunities to expand my responsibility within this role to work towards my goals

Do you think that the modelling industry has none of a negative or positive impact on young women?

Like every other industry, the modelling industry has its stipulated modus operandi that needs to be adhered to, and I believe that by following due process and adhering to set rules and regulations, positive impacts will be felt by all involved in the industry.

Being a reliable model is of utmost importance, how would u describe your work ethics?

My work ethics include being patient in any situation I find myself in the modelling industry, doing the right thing, following the rules and regulations of the industry, and then respecting and cooperating with the people in the modelling industry.

What do you consider your greatest strength as a model?


My greatest strength is my positive attitude, even in the most difficult situations



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EVENTS & LIFESTYLE

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