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Press Statement

World's first Orange beauty pageant-The Jewel of Nigeria debuts...*Awards Scholarships as Prizes*

Preparations to stage the premier edition of the Jewel of Nigeria Beauty and Style Pageant- the World's first Orange Beauty Festival has begun with the organisers fixing the grand finale of the beauty show in September, 2022 in Lagos.

The theme of the pageant this year is ...Celebrating the Beauties of Nigeria

The screenings have been scheduled to take place in four of the six zones of the country starting from May 14, 2022 in Ibadan, the Oyo State capital. The screening locations are Enugu and Owerri for Southeast, Jos and Abuja for the whole of the North, Port Harcourt and Asaba for South-South, Ibadan and Lagos for Southwest.

We are Orange because the Jewel of Nigeria, aims at advancing the Rights of the Nigerian Child to education. The pageant provides scholarship funds as prizes to the winners. The Star Prize of the Jewel of Nigeria 2022 is N500, 000 Monthly salary amounting to Six million (N6, 000,000) Naira a year. The 1st runner up goes home monthly with N300, 000 for a year, which comes to three million, eight hundred thousand (N3, 800,000) while one million, eight hundred thousand (N1, 800,000) naira only will be paid to the 2nd runner up translating to N150, 000 monthly. All the three winners will work together to achieve the charity objectives of the pageant.

Already, campaigns for sales of entry forms have begun and interested contestants are directed to *The Jewel of Nigeria* website to download the forms.

The Jewel of Nigeria is Nigeria's first national Orange beauty and style pageant.

- We celebrate the beauties of Nigeria.
- We mentor our contestants and equip them with Life-long useful skills
- We project and market the tourism potentials of Nigeria
- Engage in charity works as points of rescue for the needy in the society.
- We also promote Nigeria's rich and diverse fashion and styles.

- We provide enabling corporate platforms for marketing the products and services of our sponsors.
- Ours is a responsible and responsive pageant which aims at building resourceful mothers of tomorrow, developing their capacities, uniting their goals and aspirations through friendship and empowering them for the future.

The jewel of Nigeria is created as an education intervention beauty pageant. The pageant targets to reach out to indigent male and female pupils and students from across the six geo-political zones of the country.

. Part of the proceeds from sponsors of the pageant will be deployed in the “Reach out to the Indigent” charity project. The winners (Queens) will during their reigns work on the project structured to provide the educational needs of selected pupils and students, whose parents are either dead or cannot afford to finance their education or abandoned as street children. Our target is to grow the number of those to be trained in school from 120 at the beginning of 2023 to 1000 in five to seven years, covering Primary, Secondary and the University. During all activities of the pageant both the Fashion show and the grand finals of the pageant all lovers of the education of the Nigerian Child are expected to wear a shade of Orange to attend the shows.

In trying to redefine beauty pageantry, there is a cooking competitionThe three-in-one show bumper is a redefinition of beauty pageantry. The concept is deeply flavoured with Nigeria’s finest values, which is why the programme parades a cultural content that reflects the new African thinking and approach to beauty pageant.

Our mission is parading annually the finest women and crown one of them as ***The Jewel of Nigeria***.

Our target is to use the platform of the pageant to renew our hope, create a new face for our nation and rekindle our spirit and belief that although Nigeria is walking at the moment through the valleys of pains and discomfort, surely this moment shall pass away someday. We believe in collective struggle to guarantee that Nigeria’s future is that ‘period of time in which our affairs prosper, our friends are true and our happiness is assured’

The Jewel of Nigeria looks only at the good sides of our country. The Orange pageant enthrones an orange festivity of projecting Nigeria's premium, promoting her lofty ideals, upholding those principles that bind the people together, celebrate before the world our vast beauties, potentials, friendship and brotherhood; and to advance change building hope for a new Nigeria.

Signed
Uzo Ozoemena
President

