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New Orleans

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A Blast from the Past

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A Data News Weekly Exclusive

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4th Annual NOLA Caribbean Festival

June 24th and 25th



The music and culture festival will have international food and art vendors, along with some very New Orleans elements.

Eric M Craig
Multimedia Editor

At the end of June, New Orleans will become an international hotspot.

On June 24th and 25th, organizers will host the 4th Annual NOLA Caribbean Festival. The annual festival celebrates New Orleans and its Caribbean influences

through its eclectic mix of food, music, and culture. The outdoor event, which has capacity for 4,000 people, will be held at Central City BBQ, located at 1201 South Rampart Street. Admission to the event starts at \$10 per person and \$5 per child. Anyone with a full carnival costume will get 50 percent off admission at the door.

The Festival

This year the two-day festival will have several international Caribbean art and food vendors. For the first time in its four years of existence, there will be a kid's corner that will service drum lessons, a bounce house, arts and craft, and face painting.

For the adults, there will be a Dancehall Queen

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All cover story photos courtesy of Jimmy Seely.

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Attendees that show up to the NOLA Caribbean Festival in carnival costume get 50 percent off admission.



The NOLA Caribbean Festival will have several international performing artists.



There will be several activities at the Kid's Corner for children during June 24th and 25th

the Freret Street Publiq House.

"We wanted to showcase the culinary, architecture, dance, and musical history right here in New Orleans," Hitchcock Tilton said.

The festival grew to showcase a mix of Caribbean arts, crafts, and music, and extended its artists and performers to Cuba, Jamaica, Trinidad, and Fiji.

New Orleans and the Caribbean

During the first two years, the NOLA Caribbean Festival was held at the Freret Street Publiq house until the venue closed its doors in 2016. For its 3rd Annual year, the festival temporarily moved to Roux Carre' on Oretha Castle Haley. This year, the festival found a permanent home at Crescent City BBQ, located on 1201 South Rampart Street.

At Central City BBQ, the NOLA Caribbean Festival has capacity for up to 4,000 attendees. Last year, the festival was sold out at 1,000 people due to venue limitations. In its second year, over 2,500 people attended the festival.

Hitchcock Tilton said the event is steadily growing from a boutique neighborhood festival to a cultural landmark.

"A lot of people feel like this is long overdue. New Orleans is so similar to the Caribbean with its food, music and messed up streets. The City has a feel similar so Savannah (Cuba) or Kingston (Jamaica). It's definitely an honor and pleasure to be a part of this," Hitchcock Tilton said.

While passed its Freshman year, Hitchcock Tilton sees the 4th Annual Festival as a reboot.

"A lot of way we're looking at this as the first year. It's the first year where the festival has a permanent home. There is a permanent outdoor stage, professional sound system, drum lessons, and a kid's corner. We're definitely stepping it up."

Jerk Chicken Festival

The NOLA Caribbean Festival organizers also held the Jerk Chicken Festival, which took place during Mardi Gras 2017. The festival, which lands near Bob Marley's Birthday, celebrates the common ground between Jamaican and New Orleans culture—along with Bob Marley's legacy.

competition and a Salsa tent.

The festival also sports an international line up of musical artists. This year there will be performances by Etana, I-Majesty, T-Rock, Alexy Marti, Da'Range, and several others. Over eight countries will be represented this year.

For a full list of the international line-up, visit the NOLA Caribbean Festival's official website at <http://www.nolacaribbeanfestival.com/>.

Humble Beginnings

The idea of the NOLA Caribbean Festival stemmed from duo Joel Hitchcock Tilton and Jimmy Seely, as the two played Reggae and Caribbean-based music at clubs and shows throughout New Orleans. Around five years ago, the two landed a permanent monthly gig DJing Reggae and Caribbean-based music at The Freret Street Publiq House.

During their time at the venue, the duo had the opportunity to partner with several other reggae artists, which Hitchcock Tilton called "the perfect storm that came together." At one point, the duo recognized that they had enough performers for a small music festival. In 2013, the duo partnered with several reggae bands and DJs to create the first NOLA Caribbean Festival held at

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100 Black Men of America Holds 31st Annual Conference in NOLA

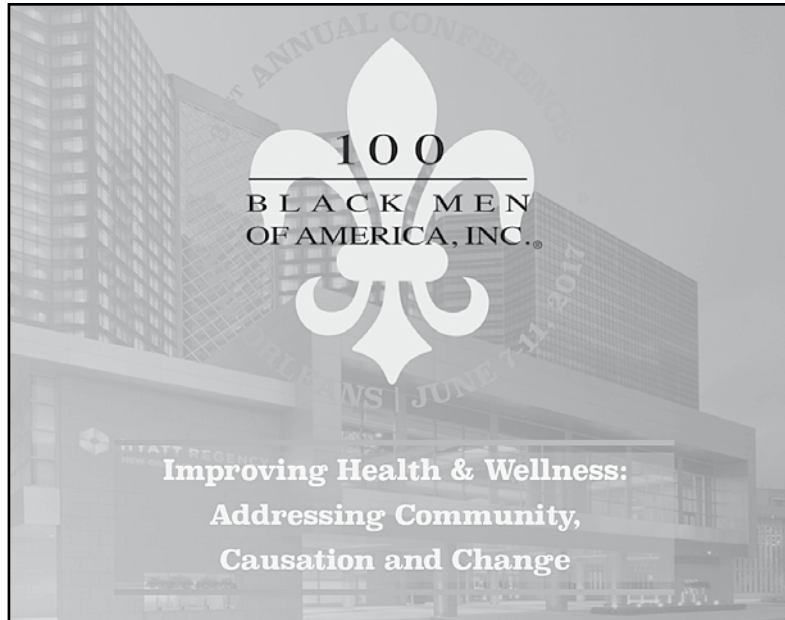
Eric M Craig
Multimedia Editor

During the second week of June, 100 Black Men of America, Inc. will hold its 31st Annual National Conference. At this year's conference, hundreds of members from around the nation will meet to discuss the physical and mental health of African-Americans in the United States. The 100 Black Men of New Orleans, Inc. will hold events that are free and open to the public.

The 31st Annual National Conference will be themed around how physical and mental health and wellness impact the African-American Communities

Events

On Saturday, June 10, 100 Black Men of Metro New Orleans will



100 Black Men of Metro New Orleans will host two events around general well being that are free and open to the public during the second week of June.

host a community outreach at Alice M. Harte Charter School, located at 5300 Berkley Drive. Named Growing Healthy, Wealthy, and Wise II, the event will have health screenings, a family resource fair, U.S. Army Fitness Challenge, STEM NOLA Activities, a basketball tournament, and two separate panels hosted by the New Orleans Association of Black Journalist and 100 Black

Men of Metro New Orleans.

On Wednesday, June 7th, 100 Black Men of Metro New Orleans, Inc. and AARP will host a screening of the Showtime Documentary "In My Father's House," which follows the story of Che' "Rhymefest" Smith and his journey caring for his homeless father. The screening will take place at the People's

Health New Orleans Jazz Market on Wednesday, June 7th, at 6 p.m. The event is free and open to the public.

Focus on Mental Health

In the past, the leaders of the 100 Black Men of America, Inc. National Conference has focused on male and physical health, but this year calls for an expansion.

"Mental Health is something in our community that we don't always talk about or give the credence it deserves," said Johnathan A. Wilson, the President of 100 Black Men of Metro New Orleans. "When we look at the problems that plague our community, there isn't anything that considers the Mental Health in our community."

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on page 11.

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Big Chief Walter "Sugarbear" Landry

Jordan Lorrius
Data News Weekly
Contributor

Born in New Orleans, Walter "Sugarbear" Landry is Big Chief of the Black Mohawk Indigenous Black Masking Indian Tribe. Known as a '3rd Ward Warrior Jackson Street Soldier', Landry has a four generation family tribe. Landry has been masking since the 1950's.

TRIBE TIMELINE:

- From 2007-Present /Big Chief Walter "Sugarbear" Landry / Black Mohawk
- From 1956-2006 /Tribe Disbanded
- From 1950-1955 /Big Chief Frank Royal /Black Mohawk.
- From 1945-1950 /Big Chief Eddie "Coonow" Perkins /Shrewsbury Blues.
- From 1938-1945 /Big Chief Chick Webb /Shrewsbury Blues.

Traditionally Black Masking Culture is passed down from generation to generation. Landry however, took a non-traditional route. "I first saw an Indian suit on my grandmother's friend. It was bright orange and I will never forget it". When Landry was young his family moved from New Orleans to Shrewsbury where he met Spy Boy Uncle Bubble of the Black Mohawk Tribe. Landry said, "I saw all of his intricately designed suits and man I tripped out and said I WANNA BE AN INDIAN!" At that point Landry began his Indigenous Black Masking journey.

The Black Mohawk Tribe began as the Shrewsbury Blues in the 1930's. Before Landry moved to Shrewsbury the young people masking in the area needed to learn more about Indigenous Black Masking Culture. With the help of the community and sponsors like Eddie Campus who owned the Shrewsbury Blues Bar where Indian Tribal Custom rehearsals



Big Chief Walter "Sugarbear" Landry

were held, Indians were bussed in from New Orleans to teach traditions such as song, beading, and headdress making. Landry said, "In the early days when the headdresses were brought in to Shrewsbury we had to take them apart and piece them back together until we learned how to create our own".

In the early 50's the Shrewsbury Blues Tribe disbanded and Landry met Robbie who was at the time the Big Chief of the Golden Arrows. Robbie took Landry under his wing and added depth and texture to Landry's masking knowledge. On August 8th, 1961 Landry joined the US Army and was stationed in Berlin during the Cold War till 1963. Landry said, "Missing Mardi Gras was the toughest part of being away. I remember wishing I was home with family and friends sewing and preparing to mask for Carnival". When Landry returned to New Orleans from his military tour in Berlin, he masked for a few years as the Spy Boy and Flag Boy for the Golden Arrows Tribe.

After three years of military service Landry entered into the next chapter of his life, Fatherhood. "My first daughter was born in 64', in 65' my oldest son

was born around the time of Hurricane Betsy, in 66' my second son was born, 2 daughters were born in 69, in 83' my third son was born, and in 88' my fourth girl was born, so I needed to go out and make hay while the sun shined", said Landry. For decades to come, Landry stepped away from the hands-on of masking and operated as a council member educating his family to preserve Black Masking Culture. Landry took on a career as a truck driver to support his family as they grew of age to begin masking on their own.

"My children first masked with the Cheyenne Hunters in 1996 under Big Chief Curtis Williams. In 1997, they masked with the White Eagles under Big Chief Jake. In 1998, my daughter was Big Queen with the Young Cheyennes under Big Chief Bo Dean until 2000. In 2007, I resurfaced as Big Chief of the Black Mohawk Tribe and I've been going strong since then".

Q&A

1. How did you develop your style of sewing?
A. I was involved at the age of 9 and got help from several people throughout my years. In 1953 my

family moved out of Orleans Parish into Jefferson Parish where I met Uncle Bubble and he was the Spy Boy of the Black Mohawks. He taught me the basics. Every day after school I'd finish my homework and my father would drop me off at Uncle Bubbles house from 4p-8p, and on Saturday I would go early and stay there all day to learn how to sew. Around 1958 I met Robbie who was Big Chief of the Golden Arrows. Before I met Robbie I was using the traditional second hand materials to create my suit. I was primitive compared to Robbie and the Indians Masking in New Orleans who taught me to use elaborate sequins, beads, and feathers.

2. What are the earliest traditions you remember?
A. I remember using bottle caps, glitter, fish scales, mirrors, fabric off the junkman's truck, and chicken feathers from the butcher. Back then it wasn't about money it was about finding the stuff and putting the suit together. The suit came out of your creativity. Back then you could do wonders with old furs, fabric dye, mirrors, glitter, fish scales, carnival beads, glue, and number 8 thread that's black or white.
3. What was the Black Masking experience like during Carnival in the 1950s?
A. We would leave Shrewsbury on three school buses and meet with Big Chief Buddy Wilson of the Red, White, and Blue Tribe off Carrollton and unite our tribes to parade together. Then we would get on a bus and head back to Shrewsbury and parade through the streets. I wouldn't do that much walking at gun point these days. We were so tired then, we would sleep for a whole day afterwards. The route was so long my mom and sister's feet hurt for a year!

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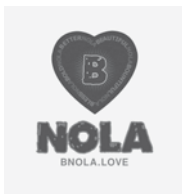
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Delaney's Armoire

5 Fashion Styles of the Past That Will Make a Comeback



Delaney George
Fashion Columnist

The saying goes, fashion fades but style is forever. New trends and looks are created every day and people commonly gravitate toward the hottest new thing. But lately, the hottest new thing is ensembles of the past. Here are five looks of the past that have made their comebacks into today's fashion.

Shell Toe Adidas:

Since their massive impact on the hip-hop culture of the late 80's and 90's Adidas have made their way back to today's fashion as the go-to shoe. The shell toes in the past were commonly worn with baggy sweats or tracksuits. They are now worn with anything from skirts, jeans, shorts, even a mini dress. You might find the shoes you wore to your middle school dance as the number one gift on your child's wish list. The classic style of the Adidas Shell Toe is considered the shoe of the generations.



Adidas Shell Toe shoe is making a comeback from the 80's and 90's.



Model wears a dark Jeaned Jumper. This style stems from the original jumpsuit of the 90's. Jumper & Photo by: @bcanovamrie on Instagram.



Model wears throwback 80's Jelly Sandals paired with cuffed jeans. Customer photo by: Brianna Evans.

The Jean Jumper:

Jumpers made their first fashion debut in the 80's being worn by hippies and common work folk. Since then the jumper has transformed into several different styles. Some jumpers have ditched the straps and traded them for long sleeves, V-necks, button ups, and sleeveless. You may still find the classic two-strap jumper on some, but jumpers have evolved since their historic reign of the 80's.

The Jellies:

The shoes you may have worn as a toddler or infant have come back around to meet you in adulthood. The cute and unique jelly sandals are worn by more women and girls of today than they ever

were. The transparent shoe gives off a nostalgic and fun styles and is sure to make anyone have a flashback or question of what's on your feet. The jellies come in a rainbow of colors but have never change their style and shape overtime.

The Jean Skirt:

For some the jean skirt has always remained an item in their closet, and for others,

the jean skirt is something new. The jean skirt trend was at its most popular in the 2000's and since then has come back into style. Jean skirts today are far from basic with their distressed, fringed, and embroidered styles. The jean skirt of today gives more room for personalization and expression than those of the 2000s.



Model wears Jean Skirt paired with a blush pink Sweater. Photo by: @WheelofFashion via Instagram.



Clear back packs come back into style since their debut in the 70's. Photo Courtesy of: mermaidtale_ph on Instagram.

Clear Back Packs:

Clear back packs were the look of the late 60's and 70's and are now the new trend of today. Most clear back packs are mini and come in multiple colors unlike those of the past. Although they can commonly be found today on a younger crowd, the elders of the past centuries will recognize them and reminisce those groovy days.

The Curly Corner

5 Reasons Why Your Hair Isn't Growing



Destiny Johnson
Natural Hair Columnist

Long, natural hair is the goal for thousands of natural women. Hair that stretches past the shoulders and hopefully down to the waist is ideal. Of course, natural hair tends to have shrinkage which can keep your hair from showing its true length so many naturals temporarily straighten their hair to see their progress. However, some naturals may be keeping themselves from reaching their goal length by doing any of the following "hair sins" below.

1. You manipulate your hair too often – Hair that is overly manipulated with constant twisting, braiding, combing, and pulling can keep your hair from flourishing. Manipulation should not be done daily. Your hair grows best when it allowed to just be.

2. You do not protect your ends – If you have finer strands like I do, our hair really needs to be protected at the ends. The ends of the hair are the weakest and can easily break or split by being exposed to



Naturally long, healthy hair is attainable with the right tools. Image via Blackhairomg.com.

your clothing and the weather for too long. Try to wear buns and other protective styles more often so you can keep your ends tucked in and safe. Using a protective oil like Jamaican Black Castor Oil can be helpful for strengthening your ends.

3. You do not eat a healthy diet – A healthy diet complete with plenty of water, fruits, and vegetables is key to growing not only longer but stronger hair. Your hair needs nutrients to keep growing at a healthy pace.

4. You are not patient – Your hair may take one to two years to grow down to your shoulders to grow out of a "big chop". Hair tends to grow at about ¼ of an inch for people of African descent on average. However, we can still grow long, healthy hair. Additionally, you should not compare your hair growth progress to others. A combination of genetics, diet, and styling choices all influence hair growth.

5. You don't maintain a healthy scalp – Hair grows from the root so a clean and healthy scalp is key to gaining length. I like to keep my scalp healthy by using Apple Cider Vinegar about once a week. This helps to clarify my scalp from oils, dandruff, and other product build-up that may be clogging my scalp and impeding my hair growth.

Happy Growing!

Visit www.ladatanews.com for more photos from these events

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Why Talking about Mental Health Is So Important



Rep. Eddie Bernice Johnson (D-Texas)

During the month of May, we recognize Mental Health Month, and raise awareness for the millions of Americans living with a mental health condition. Since 1 in 5 adults, or approximately 43.8 million people, will experience mental illness during their lifetime, it is safe to say that everyone is affected by this issue. Approximately 20.2 million

adults in the United States experience a substance use disorder each year and 50 percent of them have a co-occurring mental illness.

Quite often people are alarmed when you begin discussing mental health, but there is only one way to overcome that fear and that is through transparency and awareness. According to the U.S. Department of Health and Human Services, mental health includes our emotional, psychological, and social well-being. It affects how we think, feel and act.

This year, Instagram launched a #HereForYou campaign, which encourages users of the social media platform to open up about their mental health. Since the launch, teens and young adults have been taking to social media to share their

stories of overcoming the obstacles of mental health and leaning on each other in a safe space by offering friendship, support and collaboration. As a result of this campaign, Instagram has become a social media platform where users can post about feelings and mental health as a coping mechanism and get support from those who share their experiences and those who don't.

The National Alliance on Mental Illness (NAMI) also provides several forums for individuals with mental health issues or substance use disorders to speak freely and without judgment. I believe it is vital for individuals with mental health issues to be able to talk openly and without facing unnecessary stigma. However, communities of color do face higher levels of stigma, receive

less access to treatment, and are less likely to receive treatment. In fact, even though the prevalence of mental illness by race is similar between White adults and Black adults, the use of mental health services among these adults differs. According to NAMI, White males use 11.3 percent of mental health services and White females use 21.5 percent of mental health services while Black males use 6.6 percent and Black females use 10.3 percent. This may be due to a culturally insensitive healthcare system, less health insurance coverage, racism in health treatment settings, or general mistrust of healthcare providers.

Unfortunately, there are serious consequences for a lack of treatment. Untreated mental illness can

cause further emotional, behavioral, or physical health problems. We have seen the impacts of mental illness gone untreated in our veteran and homeless populations. Far too often, our veterans and the homeless are ignored and do not receive proper treatment. When they go without treatment their livelihood is affected tremendously—broken relationships with family and friends, loss of financial stability, or feeling they have no purpose in life.

Serious or severe mental illnesses, which are schizophrenia or schizoaffective disorder, major depression, or bipolar disorder, cost America about \$193.2 billion in lost earnings per year. Individuals living with serious mental illness die 25

Mental Health,
Continued on page 10.

President Trump's Cruel War on Children



Marian Wright Edelman
President, Children's Defense Fund

Our nation's budget should reflect our nation's professed values, but President Trump's 2018 Federal Budget, "A New Foundation for America's Greatness," radically does the opposite. This immoral budget declares war on America's children, our most vulnerable group, and the foundation of our nation's current and future economic, military and leadership security. It cruelly dismantles and shreds America's safety net laboriously woven over the past half century to help and give hope to the 14.5 million children struggling today in a sea of poverty, hunger, sickness, mis-education, homelessness and disabilities. It slashes trillions of dollars from health care, nutrition and other critical programs that give poor babies and children a decent

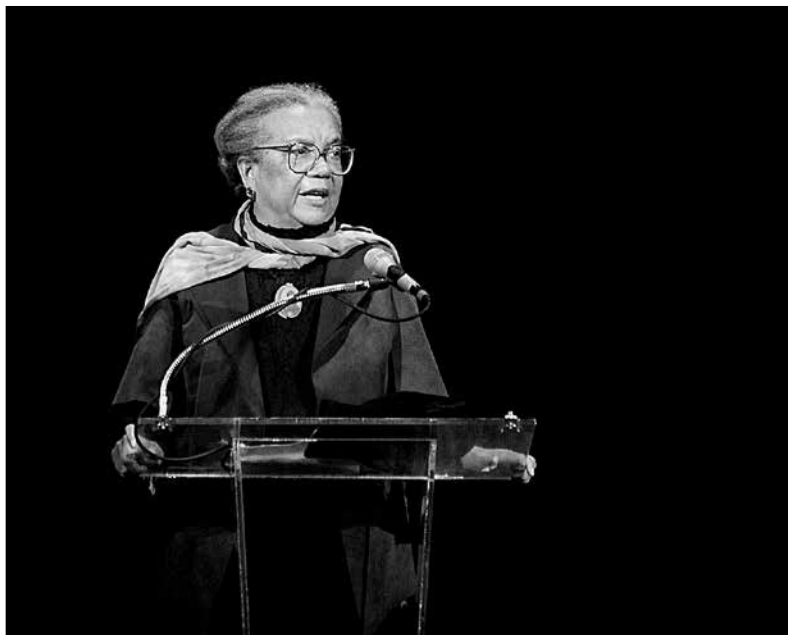
foundation in life to assure trillions of dollars in tax cuts for millionaires and billionaires and powerful corporations who do not deserve massive doses of government support.

The cruel Trump budget invests more in our military—already the most costly in the world—but denies vulnerable children and youths the income, health care, food, housing and education supports they need to become strong future soldiers to defend our country. Seventy-one percent of our 17-24 year olds are now ineligible for military service, because of health and education deficits.

President Trump invests in fighting those he sees as outside enemies through weapons and walls and turns his back on the internal enemies that threaten the basic domestic needs of our people—health care, housing, education and jobs that pay living wages. The Congress and the people of the United States must reject President Trump's 2018 Budget and the mean-spirited values it reflects.

The President's 2018 Budget:

- Slashes \$610 billion over ten years from Medicaid which nearly 37 million children rely on for a



Marian Wright Edelman says that the U.S. Congress and American people must reject President Trump's 2018 Budget and the mean-spirited values it reflects.

healthy start in life and which pays for nearly half of all births and ensures coverage for 40 percent of our children with special health care needs. The budget also assumes passage of the more than \$800 billion additional cuts in Medicaid included in the American Health Care Act for a total Medicaid massacre of more than \$1.4 trillion over

ten years.

- Rips \$5.7 billion from CHIP (Children's Health Insurance Program), which covers nearly 9 million children in working families ineligible for Medicaid.

- Snatches food out of the mouths and stomachs of hungry children by slicing \$193 billion over ten years from the Supplemental

Nutrition Assistance Program (SNAP), which some still call food stamps. SNAP feeds nearly 46 million people including nearly 20 million children. This cut is an unprecedented 25 percent reduction in a core safety net program that in 2014 lifted 4.7 million people, including 2.1 million children, out of poverty.

- Chops \$22 billion over ten years from TANF (Temporary Assistance for Needy Families Program) including \$6 billion that eliminates the TANF Contingency Fund which helps support some of our neediest families. Slashes programs to assist families with housing and end homelessness by \$7.4 billion, a 15 percent cut for 2018 including \$2.3 billion from Housing Choice Vouchers, which would leave more than 250,000 low income households without them; \$1.8 billion—nearly 29 percent—from public housing already in desperate need of repair and expansion; and \$133 million—5.6 percent—from homeless assistance grants.

- Whacks \$72 billion over ten years from the Supplemental Security Income Program (SSI), which more than 8 million children and

Edelman, Continued
on page 10.

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City Breaks Ground on S. Galvez Street Reconstruction Project

Data News Staff Edited Report

One June 1, 2017, Mayor Mitch Landrieu joined City and State officials, and community stakeholders to break ground on the \$5.4 million S. Galvez Street Reconstruction Project. In the Hoffman Triangle Neighborhood, construction will stretch from Toledano Street to Martin Luther King Jr. Boulevard.

"The S. Galvez Street Reconstruction Project is a significant step in better positioning the Hoffman Triangle Neighborhood and our City for the future," said Mayor Mitch Landrieu. "Fixing our aging infrastructure isn't just a top priority, it's absolutely essential to the long-term economic growth and sustainability of New Orleans."

The S. Galvez Street Reconstruc-



The City of New Orleans expects to complete South Galvez Street by Spring of 2018. Photo by Pumpkincat210/Flickr.com.

tion Project will be a full reconstruction of the roadway, including replacement of the existing sewer, water and drainage lines; installing water absorbent concrete (previous pavement) parking lanes, which

reduces the amount of water that requires pumping and processing by the City's Storm Water Drainage System; narrowing the width of the existing roadway from 35 ft. to 26 ft.; and reconfiguring the roadway

from two travel lanes and one parking lane in each direction, to one travel lane, one dedicated bicycle lane, and one parking lane in each direction.

Sewerage & Water Board Executive Director Cedric Grant said, "We're excited to break ground on S. Galvez Street. This \$5.4 million Reconstruction Project has been a long time coming and is just the beginning of the many infrastructure improvements the Hoffman Triangle Neighborhood is going to see."

District B Councilmember LaToya Cantrell said, "For years, those on and around South Galvez have been anxiously awaiting the reconstruction of this street. I share with them and the entire Hoffman Community the excitement that this project brings and the continued redevelopment of the neighborhood that will follow."

Urban Impact Ministries Executive Director Pastor John Gerhardt said, "We at Urban Impact Ministries are very excited about the reconstruction of Galvez St. This street that once wreaked havoc on

automobiles will now be central to the continued rebuilding and restoration of our neighborhood."

Funding for the S. Galvez Street Reconstruction Project comes from the Disaster Community Development Block Grant (DCDBG). It was designed by GEC, Inc. and is being constructed by Command Construction. Construction on S. Galvez Street is anticipated to be complete in Spring 2018.

During construction, residents can expect to experience temporary impacts such as limited access to areas within the construction zone, movement of heavy equipment and elevated noise levels. Residents are urged to pay attention to construction safety signage and remain outside of designated construction areas. The City and its contractor will minimize impacts and keep residents well-informed of construction activities.

For more information about the S. Galvez Street Reconstruction Project or the Capital Improvement Program, please visit: roadwork.nola.gov.



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Edelman, Continued from page 8.

adults with the most severe disabilities depend on to keep going. Despite the President's promise not to cut Social Security, his budget cuts \$48 billion from Social Security Disability Insurance, which assists, among others, grandparents and other relatives raising children because their parents cannot care for them.

- Slashes job training programs by \$1.1 billion, or 40 percent, over ten years for youths, adults and dislocated workers. It denigrates the concept of public service jobs by eliminating the Corporation for National and Community Service, and with it AmeriCorps, Vista and Senior Corps.

- Cuts federal education funding \$9.2 billion in 2018 alone at a time when a majority of children in all racial and economic groups cannot read or compute at grade level. It slashes \$143 billion over ten years from student loans by eliminating

the loan program that encourages graduates to take public service jobs and restricts other programs that subsidize college education for first generation college students and others from low-income families.

- Shears \$54 billion in 2018 (\$1.6 trillion over 10 years) in non-defense discretionary programs which include a broad range of health, early childhood, education, child welfare and juvenile justice programs as well as environmental protection, foreign assistance, medical and scientific research and other federal government programs. The Trump budget would reduce spending for these important programs 2 percent a year for the next ten years.

- Zeroes out funding for the Legal Services Corporation to deny the poor their only option to defend themselves against injustice.

- Eliminates core programs that

offer extra assistance to low-income children, families and communities including the Social Service Block Grant (\$1.4 billion in 2018 alone, \$16.3 billion over 10 years); the Low Income Home Energy Assistance Program to ward off heat in the summer and cold in winter months (\$3.4 billion); the Department of Housing and Urban Development's HOME, and Community Development Block Grant, Indian Community Development Block Grant, and Choice Neighborhood programs (\$4.1 billion).

Read the full story on ladatanews.com

Marian Wright Edelman is President of the Children's Defense Fund whose Leave No Child Behind@mission is to ensure every child a Healthy Start, a Head Start, a Fair Start, a Safe Start and a Moral Start in life and successful passage to adulthood with the help of caring families and communities. For more information go to www.childrensdefense.org.

Mental Health, Continued from page 8.

years, on average, earlier than others. Not to mention, suicide is the tenth leading cause of death in the U.S, and the second leading cause of death for individuals aged 15-24. In Texas, one person commits suicide every three hours on average and 44,193 Americans commit suicide each year. In many cases, it is common for those who attempt suicide to have a mental illness.

We must do more to support individuals who suffer from mental illnesses and be willing to involve ourselves in programs that support them. As we continue to have open conversations about mental health, with respectful language, we can abandon the social stigma associated with mental illness.

Congresswoman Eddie Bernice Johnson is a Texas native, serving her 13th Term representing the 30th Congressional District of Texas. She was the first nurse elected to the U.S. Congress. In December 2010, Congresswoman Johnson was elected as the first African-American and the first female Ranking Member of the House Committee on Science, Space and Technology – a position she still holds today. You can follow her on Twitter at @RepEBJ.

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"I Bike Harlem" Owner Uses Airbnb to Grow Business

Maxine Daniels
Founder of "I Bike Harlem"

For decades, many travelers to New York City have limited their excursions to Manhattan neighborhoods south of Central Park. Moreover, those who do choose to go beyond the traditional tourist hotspots often see neighborhoods like Harlem—my home for nine years—from the top floor of a tour bus.

This experience cannot possibly impart the "real" Harlem—a vibrant and historic community with world-class cuisine, soulful music and a rich artistic scene that continues to breathe new life into an area whose cultural exports have been changing the world for over a hundred years.

I want visitors to see the Harlem I know up close, not from behind the plexiglass of a tour bus window. My business, "I Bike Harlem," gives travelers the opportunity to discover our handsome brownstones and vibrant small businesses. It's a business I am incredibly proud of and it's a business that would not exist were it not for the economic opportunity provided by Airbnb.

I began sharing my home on Airbnb as a way to earn a little extra money while starting I Bike Harlem. Through Airbnb, I was able to raise the funds I needed to start my business—investing in the bicycles, helmets, storage, and insurance that brought it from an idea on paper to reality. Now, my business is growing – with customers from all around the world including right here in Harlem. In fact, many of my customers are Airbnb guests. In that way, I am part of an "Airbnb business cycle": I started my company with income earned as an Airbnb host, and in turn, Airbnb guests have helped my business grow and thrive.

Our elected officials often talk



Maxine Daniels says that she's proud to be an "Airbnb: Experience" host, bringing the Harlem she knows and loves within reach of millions of Airbnb travelers. (Liz Morrison)

about fostering a "startup" culture in New York City, with millions of dollars invested in tech campuses, incubators, and tax credits throughout the Empire State. Important as these investments are, the truth is that our public policy must recognize that entrepreneurship and the economic activity it generates, comes in many different forms, now more than ever.

For example, I cannot count on an angel investments or incubators to help my business grow. Rather than relying on "startup" culture, my business is grounded in Harlem's culture and the desire of travelers to experience a new place from a local's perspective. And the investors who helped my business get off the ground aren't venture capitalists; they are everyday people who chose to stay with me on Airbnb.

Hosting on Airbnb gave me the opportunity to start my business. And guests on Airbnb helped build my business. Now, Airbnb has

launched a new tool that will take my business to the next level.

Dubbed "Airbnb: Experiences," this new service allows visitors to partake in offerings of hundreds of local entrepreneurs—everything from a multiple-day dance immersion to a tour of local pubs. I am proud to be an "Experience" host, bringing the Harlem I know and love within reach of millions of Airbnb travelers.

In addition, Airbnb helps visitors identify and patronize authentic local businesses by publishing neighborhood guidebooks and partnering with local business associations, such as the Harlem Business Alliance, to hold "Small Business Socials" and "Merchant Walks."

The impact of these initiatives are two-fold: saving businesses money otherwise spent on marketing, while drawing visitors to neighborhood businesses off-the-beaten-path.

In fact, 76 percent of restaurants in guidebooks appear outside of traditional hotel districts. With these services, it's no wonder that Airbnb guests spent \$470 million at NYC restaurants in the year ending September 1, 2016, and more than \$1.5 billion in restaurants over the same period in America's 19 largest cities.

Airbnb is more than just a short-term rental website, it is a dynamic platform that is proving to be an engine of economic opportunity. It helps neighborhoods that have long been ignored by the traditional tourism industry, brings in new customers to local shops, and gives New Yorkers like me the chance to forge a new livelihood by sharing my home and building my business.

Maxine Daniels talks about success with incorporating Airbnb into her business strategy for I Bike Harlem.

Newsmaker, Continued from page 4.

During the Health Conference, 100 Black Men of America, Inc. will announce findings from various medical associations that directly impact African-Americans Communities.

"This year 100 Black Men are changing the narrative around some of those things. This year,

we're going to have a robust dialogue on more than just crime, violence, and mentoring," Wilson said.

"Mental Health does play a role in some of these things. And dealing with it can help alleviate the pain our communities are suffering from," he added.

The 100 Black Men of Metro New Orleans, Inc. will celebrate its 25th Anniversary during the National Conference.

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MCDONOGH 35

The National McDonogh 35 High School Alumni Association is reaching out to all graduates as it begins the celebration of the school's Centennial Celebration (1917 to 2017).

If you are a graduate or if you know of someone who graduated from the school, contact the alumni association at mcdonogh35alumni-association@yahoo.com, mcdonogh35alumniassociation.org, or write to McDonogh 35 Alumni Association, P.O. Box 50306, New Orleans, LA 70122, ATT: Alumni Association.

Submit New Orleans school items to Orleans@nola.com. Include contact information.

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Discover the Unexpected is back! This year’s DTU journalism fellowship presented by the all-new 2018 Chevrolet Equinox in partnership with the National Newspaper Publishers Association has expanded beyond Howard University to include students from Spelman College, Morehouse College and Clark Atlanta University. Our 8 DTU Fellows will share stories from Atlanta, Washington D.C., Raleigh and New Orleans. Our young journalists will explore and share stories from these rich strongholds of African American history and culture. Join them as they embark on this exciting journey of inspiration, education and discovery.