



PRESS RELEASE
March 27, 2013

A successful day of entertainment, networking, shopping and inspirational speakers at YEAh Live 3 – the platform for young people in business *for themselves but not by themselves*

On Saturday, March 23, **Young Entrepreneurs Association** held the third **YEAh Live** at Montgomery Hall, Kennington Oval, London. Founded by **Lorraine James**, the **Young Entrepreneurs Association** was launched so young people can experience the full advantages and benefits of networking, showcase their talents and products and receive mentoring, guidance and nurturing along with forging partner links to make their business plans viable.

Hosted by **Haylee Kirnon of Inspiring Edge**, throughout the day there was networking amidst exhibitors selling products to the public alongside inspirational talks and performances.

Lorraine James, founder, Young Entrepreneurs Association, said: *"I was delighted with the number of people who turned out for the event despite the snow and travel difficulties. There were a number of new faces, particularly young men who were clearly business minded and writing down everything the speakers were saying. I would like to express my gratitude to Natalie Clarke, Natalie Davidson, Jen Titi-Lola, Merissa Hamilton and Remi Akinmoyewa for their invaluable support behind the scenes. My highlight of the day was watching COCOA who has progressed as a performer in leaps and bounds from a year ago."*

Speakers included **Anthony Charles**, a success coach and co-founder of **Choices Magazine**, which is the official media partner for YEAh Live. He shared his business knowledge and journey from employee to entrepreneur. Motivational speaker and life coach, **Mervyn Barrett** spoke on how your mindset and business go hand in hand.

Anthony Charles, a guest speaker at YEAh Live said: *'Well done Lorraine for a great event. Your hard work is paying off, keep focused, keep going, and keep winning.'*

As well as goodie bags sponsored by Mazuri and Pak Cosmetics for attendees, highlights included a natural hair workshop hosted by Merissa Hamilton of **Naturally Simple** with a prize give-away sponsored by **Mixed Roots** and **Naturally Simple**. The workshop covered topics such as hair care maintenance and learning to love you natural hair.

Entertainment included an **African drumming** set from **Reza, Drumunity CIC**, inspirational poetry by **Nathaniel Nye** and a fashion show featuring **Emperor Empress, Larissa Meat, Plus Size Fashions by Natalie Clarke** and the launch of **Rise Carnival Costumes**. The event was rounded off with a performance from Nigerian singer-songwriter **Cocoa** and her full live band.

Jen Titi-Lola who modelled for Rise Carnival Costumes, said: *"I had such a great time and loved modeling the carnival costumes they were all super hot. Larissa Meat's designs are to die for. YEAh was most definitely LIVE especially hearing Jenni Cocoa Akporoh live for the first time. Thank you for having me Lorraine James and Nat Elegance and Rise Carnival Costumes for letting me model for you."*

The YEAh Live 3 exhibitors: Dennery's Kitchen, Mimi's Veggie Kitchen, Sugamummies, Organo Gold, Brand Nu Elegance, Mary Kay, Ella Pure, 9 Ether Hair & Beauty, Shea Genius, Rise Carnival Costumes, Emperor

Empress, Larissa Meat, Be You T, Nat C Plus Size Fashions, Synergy Designs Ra, IDA Gold/Silver, Churps Ice Cream and Choices Magazine.

Connect

Email: yeahlive@live.co.uk | Call: 07938 086 075 | Twitter: @YEAhLiveUK

Sponsors and partners



Note to editors

1. For press enquiries – interviews with Lorraine James, founder, Young Entrepreneurs Association, logos and images from the event, please contact Sophia A Jackson on sophia@afridiziak.com or call 07855 86 77 78.

2. Exhibitors, speakers and performers who took part in the are event available for interview.

3. YEAh Live 3 was held on 23 March 2013, 3.30pm to 7.30pm at Montgomery Hall, Kennington Oval, London. Previous YEAh Live events were held in 2012 on June 10 and September 2.

4. The aim of YEAh is to bring young people together so they can progress forward by interacting with each other and being guided by the older generation. So the budding photographer can link with the aspiring model, these two can meet the new designer, these three can meet the stylist, these four can meet the fashion blogger, these five can meet the new PR person, the events manager, the new web designer, the accountant, the book-keeper and the secretary/admin person etc.This is all while learning how to present themselves in the best possible light to the *right* people.

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