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**ORGANIZATIONS PARTNER FOR SECOND ANNUAL CLOTHING DRIVE
TO BUILD BEAUTY BETWEEN BALTIMORE AND CUBA**

Drink specials sponsored by Jim Beam

Washington D.C.—It is holiday season and Turn Up for a Cause hosted its Clothes for the Culture charity event on Saturday, December 15, 2018 at Johnny Pistolas Restaurant. [Turn Up for a Cause](#) and [Alliance Productions](#) collaborated to collect slightly used clothes and natural hair-care products for National Call Dad Inc, and the [African Diaspora Alliance](#)'s third annual Natural Hair Conference, to help families in Cuba connect with their African roots, and feel beautiful for the holidays despite the circumstances. Donations supported National Call Dad Inc, a non-profit in Hampton, VA that provides counseling, meditation, and various forms of support to children in fatherless homes, and to absentee fathers attempting to reconnect with their families.

“One of our various initiatives is hosting natural hair events in Havana, Cuba to encourage discussion around racial pride through our hair,” said Moriah Ray, Co-founder of the African Diaspora Alliance. “The hair products will go directly to Afro-Cuban women and men who have limited access to products catered towards their hair types. Our events provide a safe space for black Americans in Baltimore and Afro-Cubans to discuss black hair politics across borders.”

In 2017, the first annual Clothes for the Culture collected 432 pounds of donations, including 37 bags of clothing and over 200 hygiene kits to give to families in Cuba, Puerto Rico, Dominica, and Baltimore. With affected areas in still reaping the impacts of last year's hurricanes, access to many resources including beauty products are even more scarce. This year, Turn Up for a Cause and Alliance Productions collected over 500 pounds of clothing donations, and 150+ natural hair care products to support families in need this winter.

“Giving back to charity and uplifting my community are very important to me,” said Naa Adei, co-founder of Turn Up for a Cause, “I’m just happy that I can host an event that supports families in need while celebrating black culture at the same time.”

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African Diaspora Alliance

The African Diaspora Alliance, an organization founded by Moriah Ray and Jasmine Hall, facilitates transnational events centered on connecting African-descendants across the globe through education, travel, and music festivals. This January they will host their third annual natural hair event in Havana, Cuba.

Alliance Productions

Alliance Productions is a promotional events company founded by Khalid Abdullah and Solomon Summers. Composed of a network of various small businesses, Alliance specializes in event promotion and brand development services. “Clothes for the Culture is an opportunity for us to expand our network in the DMV area, all while supporting a cause we wholeheartedly stand behind,” said Khalid Abdullah.

Founded by Kiera Joyner and Naa Adei Mante, Turn Up for a Cause was initiated in 2017 with the sole purpose of improving voluntary involvement in underserved communities through the execution of sponsored events. Turn Up for a Cause has successfully hosted charity events that impact multiple communities in the Washington D.C., Maryland, and Virginia area. For more information on Turn Up for a Cause, or to find out how you can help, please visit <http://www.turnupforacause.com>.

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