



## Celebrating Young Nigerian Creative Excellence on a Global Stage

### **HITCH Partners with LIMCAF to Empower Young Artists and Make Arts Education Accessible to Underserved Nigerian Students**

Waterloo, ON - November 20, 2021 - HITCH is pleased to announce a long-term strategic partnership with Nigeria's longest-running annual art celebration, Life In My City Arts Festival (LIMCAF). This partnership will highlight and document the importance of Arts in education by empowering and spotlighting young Nigerian artists.

Established in 2007, LIMCAF is an annual celebration of creativity featuring young talents in the Nigerian art landscape. This year, the festival, which includes an art competition, awards gala, and exhibition is going digital for the first time in its 14 year run.

"LIMCAF's mission is to position art for social development through youth empowerment. Through this strategic partnership with HITCH, LIMCAF will encourage and promote art education, accelerating exposure for the young artists it seeks to empower." said Kevin Ejiolor, Executive Director, LIMCAF.

"This partnership is driven by our mission at HITCH to apply impactful technology to address severe education inequality," said Uche Onuora, Cofounder and Chief Executive Officer, HITCH.

In this year's LIMCAF Art competition, HITCH will offer additional prizes of up to 250,000 Naira to 10 select artists out of the top 100 submissions. The selected artists alongside their artworks will be spotlighted in an arts education series to be featured in HITCH's digital video library and educational resources.

"In building our educational video library, we've noticed that while Science, Technology, Engineering, and Math (STEM) subjects have had an overwhelming variety of universally-applicable content, a yawning and largely overlooked chasm exists in the Creative Arts, with little to no content covering the history, culture, and development of past or contemporary Art in Nigeria."

The 2021 LIMCAF exhibition opened online and in-person on November 15th at the Institute of Management and Technology (IMT), Enugu and is ending with an in-person, digitally streamed Awards night on November 20th. To stream the LIMCAF Awards night online, visit [https://hitch.video/limcaf\\_livestream](https://hitch.video/limcaf_livestream).

To view the LIMCAF 2021 digital exhibition, kindly visit: [https://hitch.video/limcaf\\_exhibition](https://hitch.video/limcaf_exhibition)

**About HITCH**

HITCH is a Nigerian-Canadian educational platform for applied learning, targeting underserved students and teachers in Africa. The core resource that HITCH provides is a curated library of world-class educational videos for students and teachers across different subjects and grades, aligned to local curriculums, textbooks, and exams. For more information, follow HITCH on [Facebook](#), [Twitter](#), and [Instagram](#).

**About LIMCAF**

LIMCAF was established in 2007 and is an annual celebration of creativity featuring young talents in the Nigerian art landscape. The Grand Finale features works of art from young people across the country, selected from over 600 works exhibited annually in 11 exhibition centres across Nigeria. The festival features a visual art competition, pan-African photography contest (Photo Africa), school children's and art teachers' workshops, multimedia workshop and the Award and Gala Night. It is arguably the longest-running and biggest annual contemporary art event in Nigeria, with over 3 million Naira won in prizes every year. It is the largest gathering of young artists, patrons, scholars, gallery owners, and other stakeholders in the visual arts in Nigeria. For more information, follow LIMCAF on [Facebook](#), [Twitter](#), and [Instagram](#).

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