



4 May 2026

Sonia Aimy
Founder/CEO
African Women Acting
BAC Centre
5144-5146 Victoria Avenue
Niagara Falls, Ontario L2E 4E3

Dear Sonia,

Endorsement of Reconnect Festival – Edo Matter 2026

I write from my office to formally endorse the Reconnect Festival – Edo Matter 2026 initiative and to commend your vision, creativity, and commitment to advancing the cultural and economic potential of Edo State.

The Edo Matter project, as conceived within the broader Reconnect Festival framework, is both timely and impactful. Its focus on using music as a tool for promoting and amplifying the voices of Edo female artists speaks directly to the urgent need for inclusion, representation, and empowerment within the creative industry. By equipping these artists with hands-on skills and providing access to meaningful opportunities, this initiative stands to significantly enhance their productivity and long-term sustainability.

Beyond its artistic value, Reconnect Festival represents a strategic platform for diaspora engagement, tourism promotion, and creative industry development. The initiative's emphasis on visibility, market access, mentorship, and collaboration for local artists and entrepreneurs aligns strongly with our broader goals of economic growth and cultural preservation. Equally commendable is its capacity to attract diaspora participation, fostering partnerships, investment opportunities, and a renewed connection to Edo State and Nigeria at large.

The long-term vision to establish Reconnect as an annual flagship event across Benin City, Lagos, and Oyo is both ambitious and promising. In particular, the Edo Matter component in Benin City, with its plans for mentorship, training, talent discovery, exhibitions, and community-centered creative development, will play a critical role in advancing the richness and diversity of Edo cultural expression.

I am especially encouraged by the proposed development of a physical creative hub, which will serve as a center for learning, collaboration, production, and cultural exchange. Such an initiative will undoubtedly strengthen the creative ecosystem and provide a sustainable platform for nurturing talent and innovation.

Given the alignment of this initiative with our objectives in promoting tourism, culture, and the creative economy, I am pleased to lend my full support and endorsement to the Reconnect Festival – Edo Matter 2026. I am confident that this project will deliver lasting value and contribute meaningfully to the socio-economic development of Edo State.

Please accept the assurances of my highest regard, and I look forward to the successful realization of this laudable initiative.

Yours faithfully,

A handwritten signature in black ink, appearing to read 'NAL' followed by a stylized flourish.

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