

## **Trophy Celebrates Female Nollywood Veterans in Waa Gbayi Experience for International Women's Day**

### **International Women's Day: Trophy Lager Celebrates Female Nollywood Icons**

To commemorate this year's International Women's Day, premium lager, Trophy, a product of International Breweries Plc (a proud part of AB InBev) rolled out the green carpet in celebration of two female Nollywood veterans—Idowu Philips, popularly called Iya Rainbow and Lanre Hassan Adesina, whose stage name is Iya Awero.

The event which happened in Lagos saw a band of poets, drummers, dancers, and praise singers storm the residences of the Yoruba Nollywood icons to give them the **Waa Gbayi** experience as epitomes of culture and in acknowledgement of their invaluable contributions to the Nigerian movie industry.

Speaking at the event, Marketing Manager, Trophy, Bamise Oyegbami expressed delight that Trophy could honour the thespians whom he described as “more than deserving of honour”.

“The Trophy brand is synonymous with honour and the honourable in every sphere of life. Trophy believes that anyone who has excelled in their endeavour is deserving of prestige. It doesn't matter if such an individual is a known face like our veterans who are being celebrated today or the average person out there; as long as you are striving to be better, Trophy is out to celebrate you with the waa gbayi experience.”

In her response, Iya Rainbow appreciated the beer brand, stating that she was overwhelmed and in awe of how far Trophy went to honour her. “To say that I am happy would be an understatement. I am indeed humbled by Trophy and International Breweries' show of love,” she said.

A visibly excited, Iya Awero described the Waa Gbayi Experience as “one of a kind”. “When I got the call that I would be celebrated by Trophy lager to commemorate International Women's Day, I was surprised, but nothing prepared me for the spectacle that is the Waa Gbayi Experience. I am elated and truly grateful to Trophy for deeming it fit to acknowledge my modest contributions to the film industry,” she said.

Brand Manager, Trophy Lager, Aanu Oyewole stated that the Waa Gbayi Experience was Trophy's way of extolling the values of its teeming consumers—men and women who form the bedrock of society with their drive and commitment to doing right by humanity.

“We are fulfilled to have been able to do this for our Nollywood legends who double as mothers, accomplished career women, and septuagenarians, but we have only just started. Trophy is set to do more with the Waa Gbayi Experience, so we urge our consumers to

participate in the campaign by sharing a video of themselves chanting their panegyric and tagging Trophy Lager Nigeria on social media,” Oyewole said.

Trophy Waa Gbayi Experience is open to Nigerians who are 18 years and over.