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PRESS RELEASE

WRITERS RETURN THE BLACK WOMAN TO A PLACE OF PRIDE ABOUT HER NATURAL WOOLLY HAIR

***The Okonkwo Sisters Tell The Black Woman To Love Her Natural Hair In
Their New Book!***

July 17th, 2017: A new book, **BEFORE WE BECOME EXTINCT: How Do I Get the Confidence to Wear My Natural Woolly Hair?** written by two British sisters, T.C. & D.U. Okonkwo (The Okonkwo Sisters), will soon hit the market. It is billed for publication on August 9, 2017, when it will be available for purchase.

The book sets out to destroy the cultural imperialism imposed upon blacks, especially the black woman, who sees everything natural to blacks as inferior to what her white counterpart has, including her hair. She strives to make changes on her hair texture and color, with chemical formulations that destroy her natural hair. She never achieves this elusive quest. She gets exasperated and lives the rest of her life 'sick' with the consciousness that her hair demeans her.

“BEFORE WE BECOME EXTINCT: How Do I Get the Confidence to Wear My Natural Woolly Hair?” is a wake-up call to the black woman to boldly affirm herself and wear her God-given hair, as the Creator had endowed her with. It is also a warning not to allow the black hair heritage to go extinct.

The Okonkwo sisters’ future award-winning book, in the Black Writing milieu, has been eulogized by Patrick Phipps, Owner and Barber, A Cut Above The Rest, London, who had given several haircuts to black women, after they had damaged their hair with chemicals. “As the proud owner of A Cut Above the Rest barbering studio, I see black women come into the studio every day to cut off what remains of their hair after the use of weaves and chemicals. I find this very sad. But with BEFORE WE BECOME EXTINCT: How Do I Get the Confidence to Wear My Natural Woolly Hair? I foresee a change in the minds of black women since the book inspires them not only to wear but love their natural woolly hair...”

About the Okonkwo sisters:

The Okonkwo sisters have experienced first-hand, the challenges that black women face when they have the choice to wear the natural woolly hair, or to seek the alternative of the artificial, having cut their hairs short for several years. However, they regained the confidence to wear their woolly hair, and have now written this compelling and thought-provoking book, asking the black woman to wear her woolly hair with pride boldly.

To find out more about this book, please visit: <http://www.bwbethebook.com>

You are the only one missing!