Michelle De Leon, never dreamt, that a long forgotten passion for Afro hair, would also give her a passion to change her life and many others. She went on to establish World Afro Day® 15 September 2017: a global day of change, education and celebration of Afro hair, culture and identity. The first World Afro Day was hugely successful, featuring in TV, radio and the press, both domestically and abroad. The event engaged everyday people, companies and celebrities with 2.5 million, total coverage views.