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Media Contacts:

John Emmanuel
Saint Lucia Tourist Board
758 452 4094 / 758 458 7149
johnemmanuel@stlucia.org

MUCH ANTICIPATED DATES AND LINE UP ANNOUNCED FOR SAINT LUCIA JAZZ 2011

20 years on and still the Best Party in the Caribbean

Saint Lucia (January 17, 2010) – After setting festival benchmarks and establishing a long standing history as the best party in the Caribbean for years running, the annual Saint Lucia Jazz is set to record another milestone.

The 2011 edition of the vastly popular musical event, which represents the biggest activity on the Saint Lucia's Tourist Board's (SLTB) special events calendar, will celebrate two decades of existence when the 20th edition is launched on January 17th at the St. Lucia Golf Club in Cap Estate. For the first time in its 20 year history the event is being simultaneously launched in front of a captive audience at Caribbean Hotel & Tourism Association (CHTA) Marketplace in Jamaica.

In announcing the dates for the 2011 edition Saint Lucia Jazz, Special Events Committee Chairman Cuthbert Didier told a highly anticipative audience, "in true legendary style the first set of world acclaimed acts would take to the stage on April 30, to be followed by a steady stream of international renowned artistes throughout the two-week period before the curtains came down with the usual fireworks display on May 8."

Didier said the survivability of Saint Lucia Jazz was attributed to constant improvements and innovations in the product and the way it which it was presented to patrons. That approach he said "had allowed the government, the SLTB and its valued partners to grow the event; feature a healthy cadre of Saint Lucian entertainers alongside regional and international counterparts; and attract increasing visitors from around the world to the island's shores."

Didier noted that several innovations would characterize the 20th anniversary edition like devoting specific days to varying genres of music. Wednesday and Thursday nights he

exclaimed, "Would feature Straight Ahead Jazz with the weekend shows dedicated to World Music; Rhythm and Blues (R&B) as well as Funk and Contemporary Jazz."

Another anticipated highlight of Saint Lucia Jazz 2011 would be one of the largest groupings of local acts to take to the stage to date. An ensemble of Saint Lucian's jazz icons will make up the 'Saint Lucian Collective,' who will perform a mélange of sweet pulsating Caribbean beats.

The 2011 Saint Lucia Jazz lineup is headlined by six time Grammy winner John Legend and includes accomplished acts like Jazz fusion quartet Yellowjackets, violinist Regina Carter, Saint Lucian saxophonist Augustin 'Jab' Duplessis, saxophonist Maceo Parker, Haitian Creole Band Carimi, African vocalist Angelique Kidjo, Saint Lucian vocalist Mervyn Wilkison, Jamaican reggae band Morgan Heritage, and many more. One other major headline act is to be announced in coming days.

The early release of the exciting and diverse line-up allow patrons adequate time to begin booking flights and accommodations in order to be part of what continues to be the best party in the Caribbean.

For more information about the island of Saint Lucia call 1-800 456-3984, or visit www.saintlucianow.com.

About Saint Lucia

One of the Windward Islands of the West Indies' Lesser Antilles, Saint Lucia (pronounced Saint LOO-sha) is nestled halfway down the eastern Caribbean archipelago. The "Helen of the West Indies," Saint Lucia is known for its natural beauty and diverse attractions, including the signature Piton Mountains - a UNESCO World Heritage Site - a tropical rainforest and one of the world's few drive-in volcanoes. Culturally rich offerings include the bustling marketplace in the capital of Castries, quaint fishing villages along the coastline, and the annual Saint Lucia Jazz festival. Saint Lucia's wide range of accommodations includes world-class five-star resorts, all-inclusive resorts, intimate inns and value-oriented properties.

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