



**The 20th Annual
SAINT LUCIA**

JAZZ

FOR IMMEDIATE RELEASE

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“20 on 20” Jazz Anniversary Specials Roll Out April 19

CASTRIES, SAINT LUCIA (April 19, 2011) - For twenty days effective from April 19th to May 8th, shops and restaurants in the island's north will launch a special promotional tie-in, to commemorate the 20th anniversary of Saint Lucia Jazz. The Rodney Bay village is to serve as the hub for the promotional fiesta.

Saint Lucia Jazz 20 Branding will identify participating outlets, which comprise a range of boutiques, fine dining restaurants, bars, popular night spots and fast food eateries. With '20' a dominate theme, the Saint Lucia Tourist Board has been able to encourage a diversity of offers such as:

- 20% off on the Nightly Special Menu
- 20% discount off desserts and cocktails
- 20 % discount off 20 specially selected items
- \$20.00 off on every \$200.00 spent on any item storewide.

Rodney Bay's most popular locales are among participating outlets to have signed on. They include Buzz Restaurant & Bar, Memories of Hong Kong, Spice of India, Caesars Restaurant, Bar & Nightclub, Island Escapades, Anthony's Jewellery, Bread Basket, Ti Banane, Big Chef Steak House, Rituals Diner, Delirius, Creasians, Trios, Hi Tide, Spices & Cinnamon Bar.

Saint Lucia Jazz is sponsored by:

Platinum | Digicel | Gold | Heineken | Karib Cable | Lucelec | The Wave | Tropical Shipping
Bronze | Guy's Car Rental | Bank of Saint Lucia | St. Lucia Distillers | Event Star | Power Engineering | RBC/RBTT
Collateral | Du Boulay's Bottling | JE Bergasse | Advance Building Maintenance Services | Guardsman

For concert schedule and updates, contact The Saint Lucia Tourist Board at tel: 758 452 4094 or visit www.stlucijazz.org.





This list is expected to grow, as more businesses have indicated their intention to join in, and partner to create unique memories for visitors and residents, in keeping with such a significant milestone for the Caribbean's biggest musical party, and one of the best in the world.

A full list of participating outlets can be found on the Saint Lucia Tourist Board website www.stlucijazz.org. Shoppers and diners are however reminded to look out for promotional collateral which will be prominently located so as to identify where these specials are on offer.

Director of the Saint Lucia Tourist Board Louis Lewis says the initiative is both to celebrate the milestone and to reaffirm the role of the wider destination in the articulation of such a distinctive and unique product.

"Saint Lucia Jazz is an exciting time. People speak about the electricity and vibrancy in the atmosphere all over the island during Jazz. The Tourist Board has not achieved this alone. The businesses, the people, the communities - all play their part in creating that electricity. So as we attain 20 years, it is logical that we enlist the involvement of our partners to create that atmosphere of celebration," The Director said.

The promotional offers are open to all patrons for the full 20 day period.

For more information about the island of Saint Lucia call 1-758 452-4094, or visit www.saintlucianow.com

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About Saint Lucia Jazz

Ranked among the top five around the world, Saint Lucia Jazz remains the premier music festival in the Caribbean region. Noted for attracting a slew of acclaimed national and international Grammy nominated and winning artistes, the legendary Festival marks its 20th edition in 2011.

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