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FOR IMMEDIATE RELEASE

PARTNERS POWERING SAINT LUCIA JAZZ 2010

CASTRIES, SAINT LUCIA (April 27, 2010) – On the updated **Sponsorship Partners List** released this week by the Saint Lucia Tourist Board, some eighteen sponsors feature, representing a mix of local corporate entities as well as reputable international brands.

Now in the third year of a strategic alliance with Saint Lucia Tourist Board as **Sponsor Partner for key festivals and events** which promote tourism, **Digicel (St. Lucia)** remains exclusive as **Platinum Sponsor** for 2010. Currently ranked as the Caribbean's largest mobile operator, the alliance between the SLTB as Presenting Sponsor and Digicel brings a number of resources to Saint Lucia Jazz. Key among those is Digicel's state-of-the-art network, products and business communication services.

Five partners hold **Gold Sponsorship** status and represent Manufacturing and Services. They are **Tropical Shipping** for transshipment, **The Wave** as lead Media partner, **Monplaisir Trucking** for (equipment) ground transportation, **and** the global beer market leader **Heineken – Official Beer of Saint Lucia Jazz**. All Gold Sponsors' relationship with Saint Lucia Jazz predates this year's hosting of the festival. Tropical Shipping and Heineken have partnered with Saint Lucia Tourist Board and the Jazz Festival since the festival's inception in 1991.

Karib Cable, the more recent Telecoms market entrant is the sole **Silver Sponsor** this year.

Continuing what has been an ongoing relationship with Saint Lucia Jazz for a number of years, **Avis Car Rental, Guy's Car Rental** and **Power Engineering** hold **Bronze status**. In addition to **EventStar** and **J E Bergasse & Company Ltd.**

All our dutiful media sponsor partners, HTS, Radio 100 and Radio Saint Lucia have provided us with unwavering support.

Director of Saint Lucia Tourist Board Louis Lewis says this reflects a commitment to partner with the tourism marketing agency to advance the tourism agenda and leverage the island's unique attributes as a vacation option.

“We take those relationships very seriously because it makes the difference to our ability to achieve the world class standard of Saint Lucia Jazz, the single most significant factor contributing to its competitiveness and high ranking both in the Caribbean and the world.”

The Director noted that notwithstanding the varying levels and categories of sponsorship from Platinum to Collateral, every partner contribution is significant to the achievement of the Festivals’ goals.

Collateral Sponsors include **Bank of Saint Lucia**, the multiple award winning **St. Lucia Distillers**, **Advanced Building Maintenance Services**, **Johnson & Johnson**, **JetBlue** as the lone airline sponsor and **Blue Waters – official water of Saint Lucia Jazz**.

About Saint Lucia Jazz

Saint Lucia Jazz, a premier music festival in the Caribbean region, is among the top five around the world. The Festival, which has attracted some of the biggest names in the music industry, marks its 19th anniversary this year.

Saint Lucia Jazz is sponsored by:

Platinum:



Gold:



Silver:



Bronze:

J. E Bergasse Company Ltd. | Avis Car Rental | Guy's Car Rental
Power Engineering | EventStar

Collateral:

Bank of Saint Lucia | Saint Lucia Distillers | Blue Waters
Advanced Building Maintenance Services
Johnson & Johnson | JetBlue

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For a full concert schedule and updates, contact Saint Lucia Tourist Board on (758) 452 4094 or visit www.stlucijazz.org. Fans can also follow the Saint Lucia Tourist Board on Twitter at @SLTB2010 and on Facebook under the fan group, *Saint Lucia Jazz*.