

## **Sandals, Jamaica get prime time across Canada**

Jamaica and Sandals are currently in full display across the airwaves in Canada, as Sandals Resorts stages its third annual Canadian Winter Sizzle at Sandals Grande Riviera in Ocho Rios, St Ann.

The event started on January 9 and will run until January 27.

Thirty-nine radio stations drawn from across the length and breath of Canada are broadcasting their prime slot morning shows for the three weeks, as Sandals continues its push into the Canadian market.

This follows hot on the heels of a recent major drive across Canada spearheaded by Sandals Chairman Gordon 'Butch' Stewart, which included general managers and sales executives of the company.

Stewart was among the cadre of personnel interviewed by the stations, speaking to the power of the Sandals and Jamaica brands and the importance of the more robust Canadian market in the face of a global recession.

Sandra Blagiskas and David Carter Brown, the popular Sandra and Carter morning hosts for 105.3 KISS FM, from Ottawa, were full of praise for the experience of broadcasting live from Sandals and Jamaica.

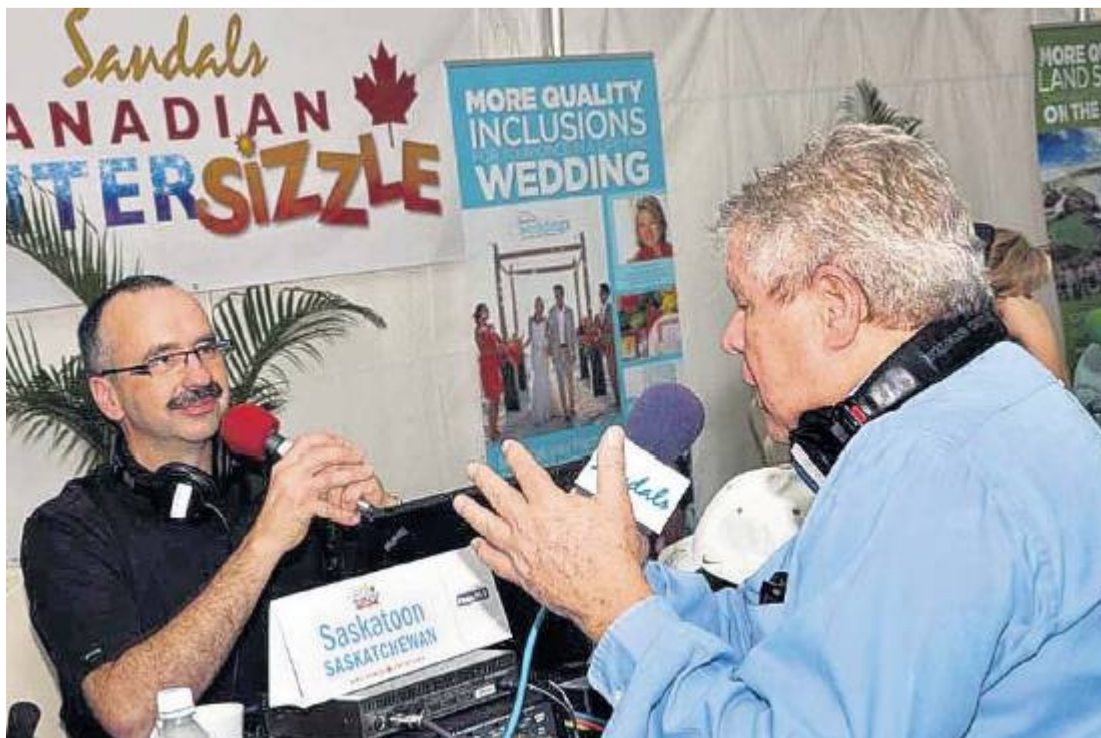
"It was a great experience and we had a wonderful time. The reception back home has been tremendous and excellent feedback," Blagiskas noted.

The response from Canadian listeners has been overwhelming, with many calling in trying to win free trips to Sandals offered as giveaways on the programmes.

Brian Roper, general manager of Sandals Grande Ocho Rios, the host property, was one of the featured interviewees and used the opportunity to extol the virtues of not just Sandals but Jamaica as well.

He cited the warm Jamaica hospitality in store for guests wishing to vacation at Sandals Grande Ocho Rios, adding that a welltrained staff awaited visitors with open arms and topclass service.

The radio hosts, along with prize winners, were taken on tours of various off-site attractions throughout Jamaica and experienced local culture and Jamaican hospitality.



Chairman of Sandals Resorts Gordon 'Butch' Stewart (right) speaks with Steve Chisholm Morning Show co-host from Magic 98 in Saskatoon, Saskatchewan, during the recent Canadian Multi-Station Radio Remote from Sandals Grande Riviera Beach and Villa Golf Resort.



Some of the 27 radio stations from across Canada participating in the fifth annual Sandals Canadian Winter Sizzle Radio Remote from January 9 to 27 at Sandals Grande Riviera.