

JAMAICA

FOR IMMEDIATE RELEASE

JAMAICA TOURIST BOARD SCORES WITH HOCKEY FANS AT MAPLE LEAFS GAME IN TORONTO



Above: Simone Smith (left), Chief Reporter, Toronto Caribbean Newspaper poses with Jamaica Tourist Board's Angella Bennet (centre), Regional Director, Canada and Donald Dawson (right) Director of Tourism, Sales

KINGSTON, JAMAICA – February 27, 2020 – Jamaica Tourist Board (JTB) brought the unique spirit of Jamaica to a packed ice arena in Toronto, Ontario at a nail-biting hockey game between the Toronto Maple Leafs and the Arizona Coyotes in February.

As the title sponsor, Destination Jamaica was visible to the more than 16,00 hockey fans who descended on Scotiabank Arena in downtown Toronto to catch the game. Fans were delighted with the many Jamaica-inspired promotional activities that took over the stadium for the night. The game was also televised across Canada reaching 1,930,000 at-home viewers.



Above: Attendees watch the mascot hand over the prize of a trip for two to Jamaica courtesy of red tag.ca during the Toronto Maple Leafs game at Scotiabank Arena on February 11

Centre ice glowed with Jamaica's vibrant Rhoadamine Red logo while Toronto band The Arsenals provided a soundtrack of pulsating Jamaican ska music, infusing the air with a distinct irie energy. Throughout the night, attendees were invited to participate in a 'Spin the Wheel' contest for a chance to win swag bags filled with Jamaica-branded products such as hockey pucks, knit toques, mugs, baseball hats, t-shirts and more.





Above: Hockey fans were treated to swag bags filled with Jamaica-themed promotional materials and products. During the game, JTB hosted an exclusive reception for VIP guests in an upper-level private box with a spectacular view overlooking the rink. Destination Jamaica representatives shared information about the island's recent *JAMAICA, Heartbeat of the World* campaign as they mingled with members of the media, industry partners, travel agents and tour operators while enjoying the excitement of the hockey game. Guests tucked into a spread of Jamaican-inspired cuisine including Jerk Chicken, Beef Sliders, Lamb "Lollipops" and Coconut Shrimp, served alongside an open bar that offered Appleton Estate Rum.



Above: Toronto band The Arsenals performed their signature Jamaican ska music throughout the evening.

Jamaica also partnered with [Ocean Coral Spring by H10](#) and [Red Tag Vacations](#) in a half-time giveaway for one lucky winner, who received a seven-night all-inclusive stay for two at the brand new five-star Montego Bay resort and a travel voucher for RedTag.ca valued at \$2,500 USD.

“Canadians certainly love their hockey and Jamaica’s partnership with the Toronto Maple Leafs gave us an amazing opportunity to connect with fans and showcase Jamaica’s undeniable energy and appeal,” said Donald Dawson, Deputy Director of Tourism, Sales, Jamaica Tourist Board.



Above from Left: Pam DeHaan, Director of Marketing, TripCentral; Gayla Bejczak, Sunwing Vacations; Angella Bennet, Regional Director, Jamaica Tourist Board, Canada; Dianne Jackson, VP Retail, Red Label Vacations

For more information about Jamaica, visit www.visitjamaica.com

About Jamaica Tourist Board

The Jamaica Tourist Board (JTB), founded in 1955, is Jamaica’s national tourism agency based in the capital city of Kingston. JTB offices are also located in Montego Bay, Miami, Toronto and London. Representative offices are located in Berlin, Barcelona, Rome, Amsterdam and Mumbai.

TripAdvisor® ranked Jamaica as the #1 Caribbean Destination and #14 Best Destination in the World in 2019. Also this year, the International Council of the Pacific Area Travel Writers Association (PATWA) named Jamaica the Destination of the Year and TravAlliance Media named JTB Best Tourism Board, and Jamaica as Best Culinary Destination, Best Wedding Destination and Best Honeymoon Destination. Additionally, the JTB has been declared the Caribbean’s Leading Tourist Board by the World Travel Awards (WTA) for thirteen consecutive years between 2006 and 2019. Jamaica also earned the WTA’s award for the Caribbean’s Leading Destination, Leading Cruise Destination and Leading Meetings & Conference Centre 2018 for the Montego Bay Convention Centre. Jamaica is home to some of the

world's best accommodations, attractions and service providers that have won several awards throughout the years.

For details on upcoming special events, attractions and accommodations in Jamaica go to the JTB's Web site at www.visitjamaica.com or call the Jamaica Tourist Board at 1-800-JAMAICA (1-800-526-2422). Follow the JTB on [Facebook](#), [Twitter](#), [Instagram](#), [Pinterest](#) and [YouTube](#). View the JTB blog at www.islandbuzzjamaica.com.

###

Contact:

Lucretia Green
Public Relations Officer / Writer
Jamaica Tourist Board
908-5243 or 469-3050
lgreen@visitjamaica.com