

JAMAICA®

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EDITH BAXTER MEMORIAL AWARD NOW OPEN FOR NOMINATIONS

Biennial competition celebrates Canadians who elevate and advocate for Destination Jamaica



TORONTO, ON – June 8, 2023 – Nominations are now open for the 2023 edition of the [Edith Baxter Memorial Award](#). Presented by the [Jamaica Tourist Board](#) (JTB) in partnership with the Baxter family, the biennial award program shines a spotlight on outstanding community leaders who are actively advancing Jamaica’s tourist industry and/or Jamaican culture within Canada.

The grand prize winner of this year’s competition will receive a luxury all-inclusive vacation for two to Jamaica courtesy of award partners [Sandals Resorts](#) and [Air Canada Vacations](#).



Above: The grand prize winner of the 2023 competition will receive a luxury all-inclusive vacation for two to Jamaica, courtesy of Sandals Resorts and Air Canada Vacations. Winner can choose from one of seven Sandals Resorts in Jamaica. Pictured here: Sandals Ochi Beach Resort.

Established by the JTB in 2021, the Edith Baxter Memorial Award honours the legacy of Canadian publishing icon Edith Baxter, co-founder of Baxter Media. The memorial award acknowledges Ms. Baxter’s special relationship with Destination Jamaica and celebrates like-minded individuals who share this same passion for bringing the unique, vibrant spirit of the island to Canadians.

The nomination period for the 2023 Edith Baxter Memorial Award will run from June 8 to July 31, 2023. Individuals working in the fields of tourism and hospitality, music, arts and culture, community activism, education, healthcare, athletics and public service are invited to nominate themselves or friends and colleagues for the award. The award is free to enter; nominations can be submitted online at www.edithbaxteraward.com.

Entries for the Edith Baxter Memorial Award will be reviewed and evaluated by a panel of experienced industry judges representing Destination Jamaica, the Baxter family, the Jamaican diaspora, and the Canadian travel community.



Above (left to right): The Judges Panel for the 2023 Edith Baxter Memorial Award includes Angella Bennett, Regional Director, Canada, Jamaica Tourist Board; Wendy McClung, Executive Vice President, Baxter Media; Lincoln G. Downer, Consul General of Jamaica in Toronto; and Kelly Schmitt, co-founder and president of Spoiled Agent.

The 2023 judging panel comprises Angella Bennett, Regional Director, Canada, JTB; Wendy McClung, Executive Vice President, Baxter Media; Lincoln G. Downer, Consul General of Jamaica in Toronto; and Kelly Schmitt, President and Co-Founder, Spoiled Agent.

A group of preliminary finalists will be revealed in August 2023. The final grand prize winner will be announced during the Edith Baxter Memorial Award luncheon, which will be hosted by the JTB in Toronto on September 28, 2023.

About Edith Baxter:

As co-founder and editor-in-chief of Baxter Media, Edith Baxter was a powerful voice within the Canadian publishing industry for more than five decades. She served at the helm of *Canadian Travel Press* and *Travel Courier* for more than 50 years. Throughout her career, Ms. Baxter played an important role in supporting and spotlighting Jamaica's tourism product. She was awarded the Order of Distinction by the Jamaican government in 2009 in recognition of her contributions to the country.

For more information about the Edith Baxter Memorial Award, including award criteria and nomination guidelines, please visit www.edithbaxteraward.com or email awards@visitjamaica.com.

About The 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 Germany and London. Representative offices are located in Berlin, Spain, Italy, Mumbai and Tokyo.

In 2022, the JTB was declared 'World's Leading Cruise Destination,' 'World's Leading Family Destination' and 'World's Leading Wedding Destination' by the World Travel Awards, which also named it the 'Caribbean's Leading Tourist Board' for the 15th consecutive year; and the 'Caribbean's Leading Destination' for the 17th consecutive year; as well as the 'Caribbean's Leading Nature Destination' and the 'Caribbean's Best Adventure Tourism Destination.' In addition, Jamaica earned seven awards in the prestigious gold and silver categories at the 2022 Travvy Awards, including "Best Wedding Destination – Overall", 'Best Destination – Caribbean,' 'Best

Culinary Destination – Caribbean,' 'Best Tourism Board – Caribbean,' 'Best Travel Agent Academy Program,' 'Best Cruise Destination - Caribbean' and 'Best Wedding Destination – Caribbean.' Jamaica is home to some of the world's best accommodations, attractions and service providers that continue to receive prominent global recognition.

For details on upcoming special events, attractions and accommodations in Jamaica, go to the JTB's website 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 visitjamaica.com/blog.

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