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JAMAICA HOSTS REDTAG.CA IN MONTEGO BAY FOR 20th ANNIVERSARY CELEBRATION

'Jammin' in Jamaica' getaway included KiSS 92.5 radio remote and Jully Black concert



Above: The Jamaica Tourist Board teamed up with redtag.ca to host KiSS 92.5 FM radio contest winners and their guests for a week-long 'Jammin' in Jamaica' getaway in Montego Bay from February 10 to 16.

MONTEGO BAY, JAMAICA – FEBRUARY 27, 2024 – The [Jamaica Tourist Board](#) (JTB) partnered with [redtag.ca](#) earlier this month to commemorate the Canadian travel company's 20th anniversary year with a special *Jammin' in Jamaica* celebration in Montego Bay. On-air personalities from KiSS 92.5 FM's [The Roz & Mocha Show](#) were

joined by 20 Canadian contest winners and their guests for a weeklong trip of a lifetime hosted at the [Grand Palladium Jamaica Resort & Spa](#) with flights from Toronto to Montego Bay provided by [Canada Jetlines](#).



Above: Angella Bennett, Regional Director, Canada, JTB (centre) with KiSS 92.5 FM morning show hosts Roz Weston (left) and Mocha (right) at Grand Palladium Jamaica Resort in Montego Bay.

“We’re honoured that the redtag.ca team selected Jamaica as their destination of choice to kick off their 20th anniversary year,” says Angella Bennett, Regional Director, Canada, JTB. “It has been a long-time dream to bring The Roz & Mocha show to the island, and *Jammin’ in Jamaica* was a truly collaborative effort that gave the radio station team and their contest winners a chance to soak up the island’s sunny shores and vibrant spirit. We look forward to continuing our valued partnership with redtag.ca for many years to come and would love to welcome more Canadians to visit Jamaica and experience the magic for themselves.”

The unforgettable getaway took place from February 10 to 16 and included on-location radio broadcasts and an intimate Valentine’s Day stage show featuring a soulful performance by Canadian music icon, Jully Black, followed by a vibrant set from two-time Stylus Canadian Radio Mix Show DJ of the Year award winner, DJ Clymaxxx.



Above: Canadian music icon Jilly Black gave a powerful performance for Canadian guests at the Grand Palladium Resort in Montego Bay on February 14.



Above: Angella Bennett, Regional Director, Canada, JTB (centre) with DJ Clymaxx (left) and Sam Youssef, Senior Vice President, Marketing & Partnerships, H.I.S.-Red Label Vacations Inc., parent company of redtag.ca (right).

Canada's Queen of R&B Soul also had an opportunity to explore the island and get a taste for Jamaica's authentic culture during a special excursion to Negril, sharing her adventures with her 225,000 Instagram followers along the way. Black joined JTB representatives to soak up the sunshine on the picturesque shores of Seven Mile Beach before heading out on a scenic boat ride to Booby Cay Island to enjoy fresh-caught

seafood. The celebrity singer-songwriter concluded her daytrip with a visit to Jamaica's famous Rick's Café to enjoy happy hour drinks overlooking the sunset.



Above: Canada's Queen of R&B Soul Jully Black explores Negril with the Jamaica Tourist Board.

“Jamaica holds my heart in its rhythm, a perfect harmony of my Canadian roots and Jamaican blood. My inaugural headlining concert felt like a homecoming, celebrating the cultural fusion within me,” said Black. “Thanks to the JTB, I was able to explore the island organically, giving me a taste of what it will feel like as a resident, which has deepened my connection, making every corner a cherished memory. Thrilled to be a committed destination ambassador, I'm eager to share the vibrant beauty and unique experiences that await those ready to discover the enchanting Isle of Jamaica.”

"Jammin' in Jamaica epitomized a momentous milestone for redtag.ca as we kicked off our 20th anniversary celebration in vibrant Jamaica," said Nathalie Tanious, President & CEO at H.I.S.-Red Label Vacations Inc., parent company of redtag.ca. "This event not only showcased our commitment to delivering unparalleled travel experiences for Canadians but also emphasized Jamaica's allure as an incredible destination that captivates the hearts of our travellers with its rich culture, stunning landscapes, and warm hospitality. We're grateful to all the partners involved in this wonderful event and would like to extend a special thanks to the Jamaica Tourist Board for their invaluable collaboration in bringing this vision to life."

For more information about Destination Jamaica, go to www.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 London. Representative offices are located in Berlin, Barcelona, Rome, Amsterdam, Mumbai, Tokyo and Paris.

In 2023, the JTB was declared 'World's Leading Cruise Destination' and 'World's Leading Family Destination' for the fourth consecutive year by the World Travel Awards, which also named it named "Caribbean's Leading Tourist Board" for the 15th consecutive year, "Caribbean's Leading Destination" for the 17th consecutive year, and the "Caribbean's Leading Cruise Destination" in the World Travel Awards – Caribbean.' In addition, Jamaica was awarded six gold 2023 Travvy Awards, including 'Best Honeymoon Destination' 'Best Tourism Board – Caribbean,' 'Best Destination – Caribbean,' 'Best Wedding Destination – Caribbean,' 'Best Culinary Destination – Caribbean,' and 'Best Cruise Destination – Caribbean' as well as two silver Travvy Awards for 'Best Travel Agent Academy Program' and 'Best Wedding Destination – Overall.'" It also received a *TravelAge West* WAVE award for 'International Tourism Board Providing the Best Travel Advisor Support' for a record-setting 12th time. TripAdvisor® ranked Jamaica the #7 Best Honeymoon Destination in the World and the #19 Best Culinary Destination in the World for 2024. Jamaica is home to some of the world's best accommodations, attractions and service providers that continue to receive prominent global recognition and the destination is routinely ranked among the best to visit globally by prestigious international publications.

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 www.islandbuzzjamaica.com.

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