



FOR IMMEDIATE RELEASE

FEEL THE VIBE OF JAMAICA AT THE ISLAND'S POP UP SHOP IN NEW YORK
New Yorkers Invited to Explore Jamaica's Culture and Enter to Win Daily Giveaways

KINGSTON, JAMAICA – September 12, 2017 – The Jamaica Tourist Board invites New Yorkers to experience the “sights, sounds and tastes” of Jamaica through the colorful and interactive Feel the Vibe Pop Up Shop in the SoHo neighborhood of Manhattan, New York. From Thursday, September 21 to Sunday, September 24, the public can visit the shop at 393 Broadway, which will be transformed into an island paradise, complete with “beach” area to lounge. The Shop is open from 12 noon to 8 pm every day.

"The Jamaica Pop Up Shop will allow guests to Feel the Vibe of our island and fall in love with the destination before booking their vacation," said Donnie Dawson, Jamaica's Interim Director of Tourism. "We hope that at this interactive experience, New Yorkers can get a taste of what Jamaica has to offer through its food, music, style and beauty."

Throughout the 4-day period, Jamaica will be offering giveaways every day including dinners at Miss Lily's, the celebrated Jamaican restaurant located in downtown Manhattan; Jamaica-themed gift baskets, and the grand prize of a trip to Jamaica for two.

An interactive experience is planned each day: Grace Foods Chef Ambassador will offer lunch-time cooking demonstrations; Golden Krust patties will be available each afternoon along with Grace Coconut Water and Juices during the Jamaica Patty Hour; each evening a fashion show set to music from Irie Jam Radio and LargeUp's Dave "DJ Gravy" Susser will help transport visitors to Jamaica.

Known for its exquisite beaches where transparent turquoise waters meet the white sands, Jamaica is what fantasies are made of, and the fall and winter is the perfect time to make it a reality. Offering New Yorkers an escape during those months, Liberty Travel will be on site with exclusive specially priced packages to Jamaica.

For more information about Jamaica, or to plan your next vacation getaway, check out www.visitjamaica.com. Share on social using #FeeltheVibeJamaica.

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. The JTB was declared the Caribbean's Leading Tourist Board by the World Travel Awards (WTA) from 2006 to 2016. Also in 2016, Jamaica earned the WTA's vote for the Caribbean's Leading Destination and the Caribbean's Leading Cruise Destination for the tenth consecutive year. Jamaica was named the top three island in the world by TripAdvisor® in 2016. Additionally, Ocho Rios was named the Caribbean's Leading Cruise Port; Sangster International Airport was voted the Caribbean's Leading Airport; Club Mobay was named the Caribbean's Leading Airport Lounge; Dolphin Cove was voted the Caribbean's Leading Adventure Tourist Attraction; the Montego Bay Convention Center was named the Caribbean's Leading Meeting & Conventions Center; and GO! Jamaica Travel was named the Caribbean's Leading Tour Operator.

JTB offices are located in Kingston, Montego Bay, Miami, Toronto and London. Representative offices are located in Berlin, Barcelona, Rome, Amsterdam, Mumbai and Tokyo.

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.

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