

JAMAICA[®]

For Immediate Release

JAMAICA BRINGS 'ONE LOVE' TO NYC VIPS

Jamaica Tourist Board Hosts Top Media, Travel Agents, Stakeholder Partners and Diaspora Guests for a Special NYC Private Screening of "Bob Marley: One Love"



Pictured (Left to Right): Donovan White, Director of Tourism, Jamaica Tourist Board(L); Karlene Angus-Shakes, Associate Director of Industry Affairs for Unique Vacations Inc (C).; and Philip Rose, Deputy Director of Tourism (R) (Ag.), Americas, Jamaica Tourist Board at the cocktail reception and private screening of 'Bob Marley: One Love' in NYC.

KINGSTON, JAMAICA, February 23, 2024 – To celebrate the opening of Paramount's "Bob Marley: One Love" biopic in theatres from February 14, the Jamaica Tourist Board held an exclusive reception and private screening of the film for VIPs at Regal Union Square cinema in New York City.

“Bob Marley: One Love’ was in theatres just in time for love month and reggae month,” said Donovan White, Director of Tourism, Jamaica Tourist Board. “On the big screen for the first time, the film is a celebration of the life and legacy of a true Jamaican musical icon Bob Marley. We are so pleased that we were able to showcase it to key partners, as it is yet another demonstration of the outsized influence that Jamaica’s culture has often had on the world through our artists, athletes, music, cuisine and so much more.”

Philip Rose, Deputy Director of Tourism (Ag.), Americas, Jamaica Tourist Board, added, “The ‘Bob Marley: One Love’ movie brings the love, power, and beauty of Bob’s story along with his Jamaican reggae music to the world on the big screen, which we believe will inspire fans to visit Jamaica.”

Kicking off with a reception, guests of the Jamaica Tourist Board were provided authentic island food including jerk chicken, patties, and rice and peas from Jumeika, the popular New York City restaurant owned and operated by a Jamaican chef.



Pictured: Guests of the Jamaica Tourist Board enjoying food, cocktails and mingling ahead of the private screening of ‘Bob Marley: One Love’ in NYC.

Prior to the film’s start, Philip Rose, Director White and Sandals representative Karlene Angus-Smith personally welcomed all guests to the private screening. Once the movie ended, gift bags with branded items from Sandals and Jamaica Tourist Board provided an additional special touch. As guests departed, many expressed their gratitude and noted that they truly enjoyed the event and the film.

In conjunction with the Jamaica Tourist Board, the event was also sponsored by Paramount Pictures and Sandals.

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



Pictured: Jamaica Tourist Board's Director of Tourism, Donovan White, at the private screening of 'Bob Marley: One Love' in New York City on Valentine's Day.

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, Mumbai, Tokyo and Paris.

In 2024, TripAdvisor® ranked Jamaica the #7 Best Honeymoon Destination in the World and the #19 Best Culinary Destination in the World. 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. 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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