

JAMAICA

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FOR IMMEDIATE RELEASE

JAMAICA ANNOUNCES WINNER OF EDITH BAXTER MEMORIAL AWARD

Jamaica Tourist Board honours Donovan Simon as grand prize winner at the inaugural Edith Baxter Memorial Award luncheon in Toronto



Above: Jamaica's Minister of Tourism Hon. Edmund Bartlett presents the Edith Baxter Memorial Award to Donovan Simon during an award luncheon in Toronto on September 30, 2021.

TORONTO, CANADA – OCTOBER 1, 2021 – The [Jamaica Tourist Board](#) (JTB) honoured the life and legacy of one of Canada's greatest publishing icons during the inaugural [Edith](#)

[Baxter Memorial Award](#) luncheon at Palais Royale in Toronto on Thursday, September 30.

The Hon. Edmund Bartlett, Minister of Tourism; Her Excellency Sharon J. Miller, High Commissioner of Jamaica; Lincoln Downer, Consul General of Jamaica; John Lynch, Chairman, JTB; Director of Tourism, Donovan White; and Angella Bennett, JTB Regional Director for Canada, were among the esteemed guests in attendance at the gala event, celebrating the finalists of the memorial award, which was established by the JTB in early 2021 in honour of the late founder and editor-in-chief of Baxter Publishing.

Minister Bartlett presented the 2021 Edith Baxter Memorial Award to first-place winner Donovan Simon, President of the Jamaican Canadian Association Alberta (JCAA). Simon was recognized for his strong leadership skills in promoting Jamaica's tourism sector and spotlighting Jamaican culture in Calgary and beyond. Through his work with the JCAA, Simon has exposed Albertans to the distinct culture, music and cuisine of the island. At the onset of the pandemic, Simon launched a weekly Facebook live event titled "What a Gwaan" where he has featured Jamaican panelists who expose viewers to Jamaican culture and encourage travel to the island.



Above: Jamaica's Minister of Tourism Hon. Edmund Bartlett addresses the guests at the inaugural Edith Baxter Memorial Award luncheon hosted at Palais Royale in Toronto on September 30, 2021.



Above: Top row from left – Dan Hamilton, District Sales Manager, JTB; Donovan White, Director of Tourism, Jamaica; bottom row from left – Hon. Edmund Bartlett, Minister of Tourism, Jamaica; Donovan Simon, Edith Baxter Memorial Award winner; and Angella Bennett, Regional Director, Canada, JTB.

“While she may have travelled to many places around the world throughout her impressive career, there is no doubt that Edith Baxter held a special place in her heart for Jamaica,” said Minister Bartlett during his keynote address at the award luncheon. “Under her leadership, Baxter Media played an integral role in spotlighting Destination Jamaica in the Canadian market.”

“Edith had a unique understanding of Jamaica and our people,” noted Chairman Lynch. “When she passed, we envisioned a commemorative award that would celebrate like-minded individuals who shared Edith’s passion for bringing the unique, vibrant spirit of Jamaica to Canadians. I am delighted to see that vision come to life today as we celebrate the inaugural Edith Baxter Memorial Award.”

Four additional award nominees received trophies of recognition at the luncheon: Mary Long Bishop, a long-time community activist and philanthropist; Natasha Borota, president and CEO of It Factor Ltd. and member of the Helping Hands Jamaica Foundation; Fiona

Bowen, membership manager with Association of Canadian Travel Agencies; and Caribbean product director Wayne Noseworthy.



Above: Top row from left – JTB Chairman John Lynch, Wendy McClung, Dan Hamilton, Director Donovan White; bottom row from left – Wayne Noseworthy, Mary Long Bishop, Minister of Tourism Hon. Edmund Bartlett, Donovan Simon, Angella Bennett, Natasha Borota, and Fiona Bowen.

Entries for the Edith Baxter Memorial Award were evaluated by the 2021 judging panel comprising Angella Bennett, Regional Director, Canada, Jamaica Tourist Board; Wendy McClung, Executive Vice President, Baxter Media; and Sandra Whiting, speaker, storyteller and event host.

As the grand prize winner of the Edith Baxter Memorial Award, Simon will receive a five-night all-inclusive vacation in Jamaica courtesy of award partners [Sandals Resorts](#) and [Air Canada Vacations](#).

To learn about the Edith Baxter Memorial Award, visit www.edithbaxteraward.com.

For more information about Jamaica, go to 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, Mumbai, Tokyo and Paris.

This year, the JTB was declared the Caribbean's Leading Tourist Board by the World Travel Awards (WTA) for the thirteenth consecutive year and Jamaica was named the Caribbean's Leading Destination for the fifteenth consecutive year as well as the Caribbean's Best Spa Destination and the Caribbean's Best MICE Destination. As well, Jamaica copped the WTA's World's Leading Wedding Destination, the World's Leading Cruise Destination and the World's Leading Family Destination. Additionally, Jamaica was awarded three gold 2020 Travvy Awards for Best Culinary Destination, Caribbean/ Bahamas; Best Tourism Board Overall and Best Tourism Board, Caribbean/ Bahamas. The Pacific Area Travel Writers Association (PATWA) named Jamaica the 2020 Destination of the Year for Sustainable Tourism. In 2019, TripAdvisor® ranked Jamaica as the #1 Caribbean Destination and #14 Best Destination in the World. 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 www.islandbuzzjamaica.com.

ABOUT NO TIME TO DIE:

No Time To Die is the official title of the 25th James Bond adventure. The film — from Albert R. Broccoli's EON Productions and Metro Goldwyn Mayer Studios (MGM) — is directed by Cary Joji Fukunaga and stars Daniel Craig, who returns for his fifth film as Ian Fleming's James Bond 007.

Written by Neal Purvis & Robert Wade (*Spectre*, *Skyfall*), Cary Joji Fukunaga, and Phoebe Waller- Bridge (*Killing Eve*, *Fleabag*), the film will be released globally from September 30 2021 through Universal Pictures International and on October 8 in Canada through Universal Pictures Canada.

In *No Time To Die*, Bond has left active service and is enjoying a tranquil life in Jamaica. His peace is short-lived when his old friend Felix Leiter from the CIA turns up asking for help. The mission to rescue a kidnapped scientist turns out to be far more treacherous than expected, leading Bond onto the trail of a mysterious villain armed with dangerous new technology. For more details, visit www.007.com.

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