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*FOR IMMEDIATE RELEASE*

**JAMAICA TOURIST BOARD TO GIVE AWAY 500 FREE JAMAICAN PATTIES IN TORONTO  
ON SUNDAY, FEBRUARY 23**

*Jamaica partners with Patties Express for delicious giveaway in honour of  
Toronto's 35<sup>th</sup> annual 'Patty Day'*



*The Jamaica Tourist Board will be giving out 500 free patties to the first 500 customers at the Patties Express Elm St. location in Toronto on Sunday, February 23. Photo credit: Eden Hagos*

**TORONTO, ON – February 18, 2020** – This year marks the 35<sup>th</sup> anniversary of Toronto's infamous Patty Wars. The [Jamaica Tourist Board](#) (JTB) will mark the occasion with a giveaway of delicious Jamaican patties, while celebrating the city's unique connection to the Jamaican cuisine.

In celebration of Toronto's annual Patty Day, the island destination has teamed up with local patty vendor [Patties Express](#) to give out 500 free patties (limit of one per customer) starting at 11 a.m. on **Sunday, February 23**. The first 500 customers to arrive at the Patties Express takeout shop at 4 Elm Street will be treated to a free signature Jamaican beef patty, featuring savoury spiced ground meat wrapped in a flaky pastry crust.

"Patties are a staple part of Jamaican cuisine and the people of Toronto have embraced this iconic pastry in a big way," says Angella Bennett, Regional Director, Jamaica Tourist Board. "We encourage all Torontonians to celebrate Patty Day on February 23 and savour the unique island flavours of Jamaica."



*Jamaica's 'Patty Day' giveaway celebrates the 35<sup>th</sup> anniversary of Toronto's infamous patty wars.  
(Photo credit: Eden Hagos)*

### **Toronto Patty Wars History**

Toronto has a unique history with the humble Caribbean snack food dating back more than three decades. In February 1985, the infamous 'Patty Wars' took over the city when several local patty vendors received word from federal food inspectors that they could no longer refer to the pastry pockets as "beef patties" because the official definition of the term was reserved for

ground beef patties. A battle ensued between local food inspectors and Jamaican patty shops until negotiations were held and vendors were eventually allowed to continue using the term without fear of harsh penalties. To celebrate the peaceful resolution of this delicious dispute, February 23 was proclaimed to be Toronto's official Patty Day.

From savoury meat patties and juicy jerk to spicy peppered shrimp and rich oxtail stew, Jamaica's vibrant cultural heritage and unique regional cuisine make the tropical destination a must-visit spot for foodies. To learn more about Jamaica's diverse culinary offerings and the numerous food and drink festivals taking place on the island throughout the year, visit <https://www.visitjamaica.com/feel-the-vibe/cuisine>.

#### **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 declared the Caribbean's Leading Destination for the fifteenth consecutive year. Jamaica also earned the WTA award for the World's Leading Cruise Destination and Leading Meetings & Conference Centre for the Montego Bay Convention Centre. Most recently, Jamaica was named as one of the "Best Places to Go in 2020" according to *CNN*, *Bloomberg* and *Forbes*. Jamaica was awarded three gold 2020 Travvy Awards including Best Culinary Destination, Caribbean/Bahamas; Best Tourism Board Overall and Best Tourism Board, Caribbean/Bahamas. In 2019, TripAdvisor® ranked Jamaica as the #1 Caribbean Destination and #14 Best Destination in the World. In 2018, the International Council of the Pacific Area Travel Writers Association (PATWA) named Jamaica the Destination of the Year and TravAlliance Media named JTB Best Tourism Board, and Jamaica as Best Culinary Destination, Best Wedding Destination and Best Honeymoon Destination. 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](http://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](http://www.islandbuzzjamaica.com).

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