

# JAMAICA TOURIST

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ISSUE 17 - SPRING 2011

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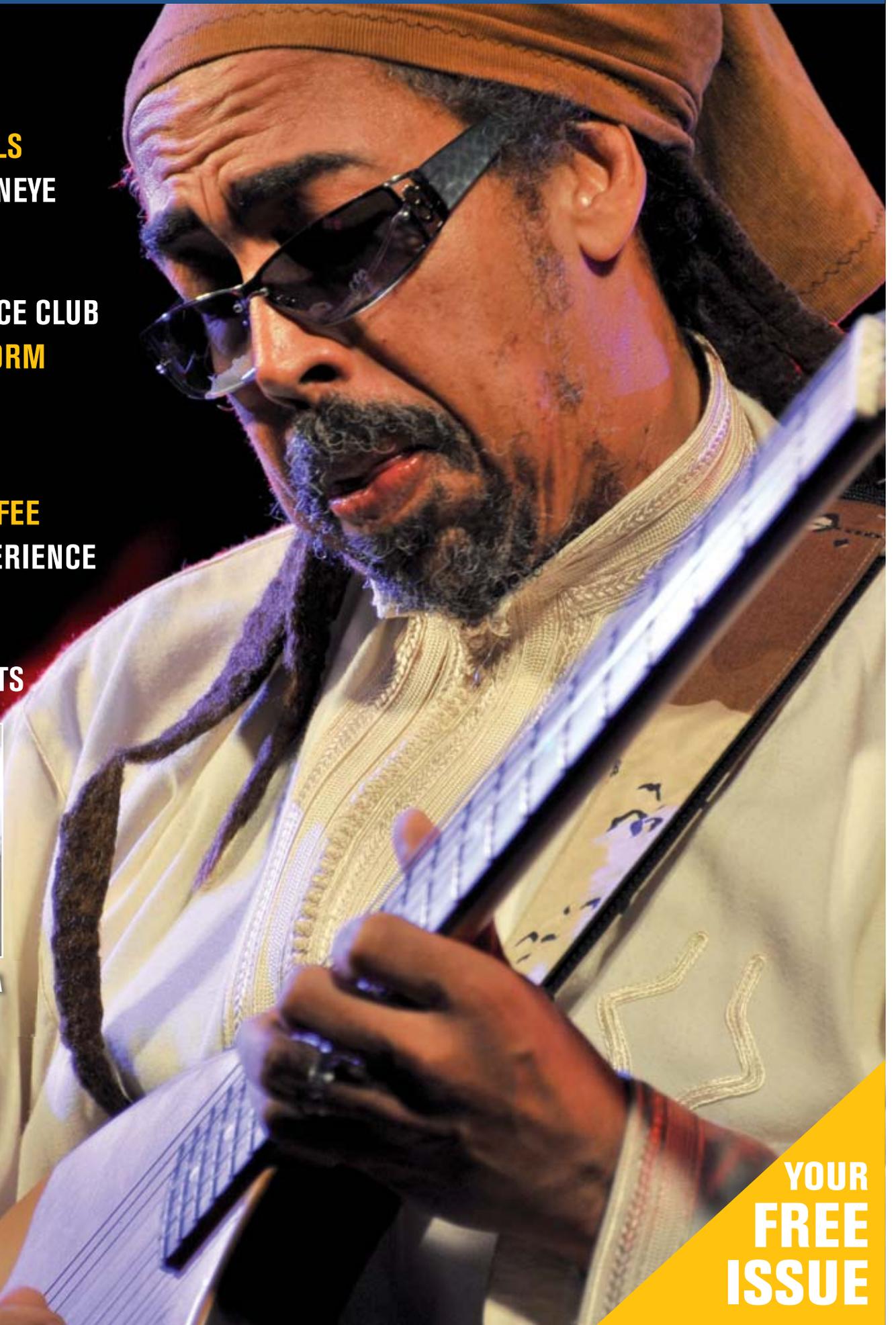


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# FIRST CLASS MUSIC FESTIVALS

What began with the Reggae Sunsplash festival back in 1978 has evolved to establish Jamaica as the main Caribbean island for open-air reggae festivals, celebrating the captivating rhythms and the Rastafari vibe. Music lovers mark their calendars in advance to travel to attend one of the many annual festivals on “The Rock” featuring reggae, jazz, blues, pop and rock music. Once you have experienced Sumfest, Jamaica Jazz & Blues Festival or one of the many other music festivals, you will discover that it is not only about great music, but about the special vibe that spreads throughout the venues where locals and visitors mingle, socialize and have a good time.



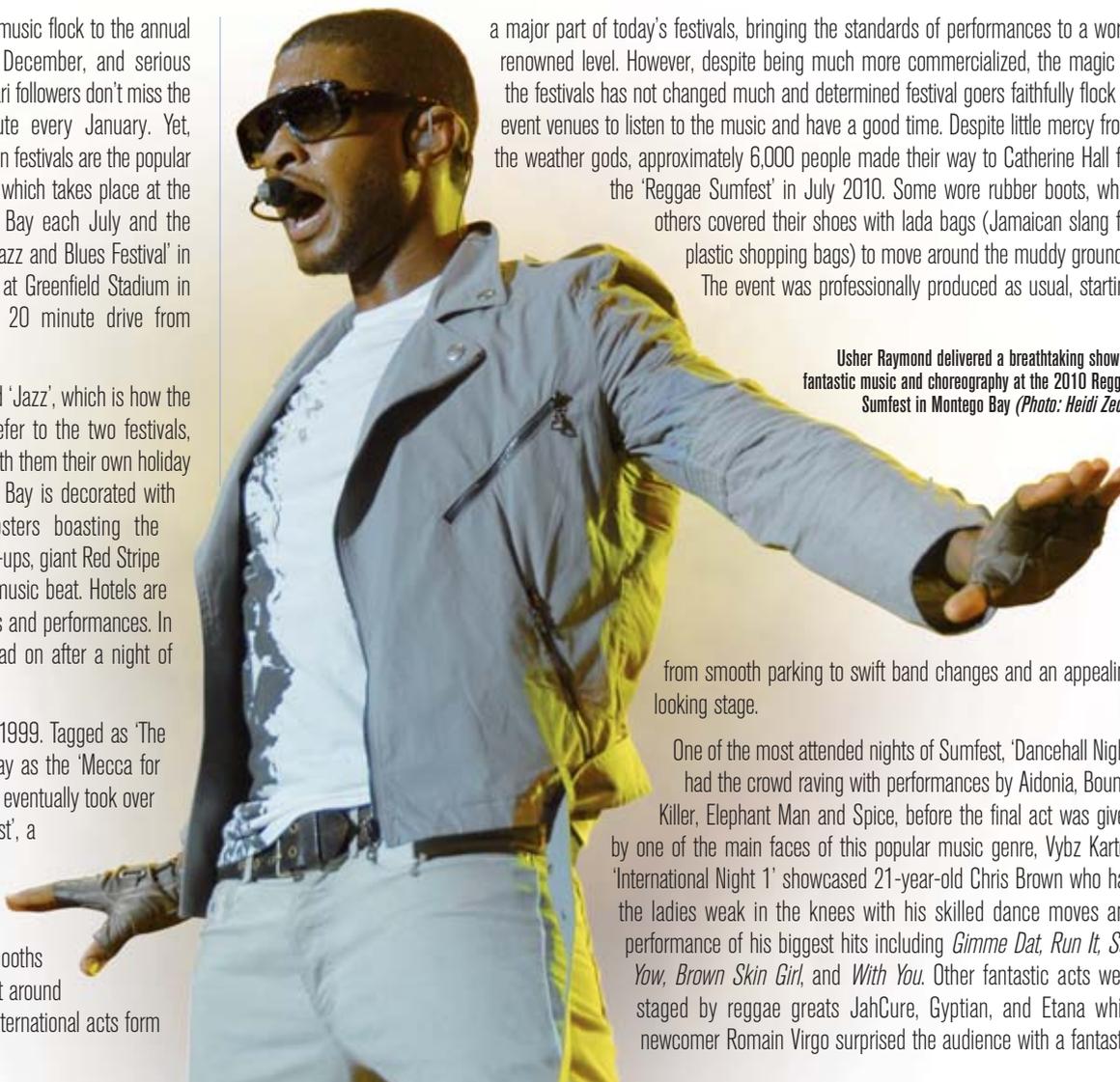
'Mr. Lover Lover' Shaggy was at his best at Reggae Sumfest 2010 (Photo: Heidi Zech)

bottles and colorful glowing blimps lighting up the night sky to the sounds of the heavy music beat. Hotels are booked up months in advance and the streets bustle with people discussing artist line-ups and performances. In the early morning, festival goers will give almost anything to find a bed to lay their head on after a night of socializing, drinking and dancing. Most importantly, everybody is in a groovy mood.

The festival revolution, conceived as 'Reggae Sunsplash' in 1978, was held annually until 1999. Tagged as 'The Biggest Reggae Festival in the History of the World', 'Sunsplash' established Montego Bay as the 'Mecca for Reggae lovers' guaranteeing full hotels every year. In 1993, 'Reggae Sumfest' was born and eventually took over completely as the one and only 'Greatest Reggae Show on Earth'. In the case of 'Sumfest', a few things have changed since the early days. For example, the then innovative and essential 'Reggaebed' (a mattress sized piece of card board) has been replaced by nylon-clothed folding chairs. The privately run food and merchandise stalls along the fence-line of the venue from back in the days have to a great extent been replaced by booths operated by larger corporations. Today, shows are closed by a Vybz Kartel or Tony Rebel at around 6:00 am instead of Gregory Isaacs in duet with Dennis Brown at 10:00 am. In addition, international acts form

Fans of dancehall music flock to the annual 'Sting' festival in December, and serious reggae and Rastafari followers don't miss the yearly Rebel Salute every January. Yet, Montego Bay's main festivals are the popular 'Reggae Sumfest', which takes place at the heart of Montego Bay each July and the annual 'Jamaica Jazz and Blues Festival' in late January, held at Greenfield Stadium in Trelawny a mere 20 minute drive from Montego Bay.

Both 'Sumfest' and 'Jazz', which is how the locals popularly refer to the two festivals, practically bring with them their own holiday seasons. Montego Bay is decorated with huge colorful posters boasting the festivals' artist line-ups, giant Red Stripe



Usher Raymond delivered a breathtaking show of fantastic music and choreography at the 2010 Reggae Sumfest in Montego Bay (Photo: Heidi Zech)

from smooth parking to swift band changes and an appealing looking stage.

One of the most attended nights of Sumfest, 'Dancehall Night' had the crowd raving with performances by Aidonia, Bounty Killer, Elephant Man and Spice, before the final act was given by one of the main faces of this popular music genre, Vybz Kartel. 'International Night 1' showcased 21-year-old Chris Brown who had the ladies weak in the knees with his skilled dance moves and performance of his biggest hits including *Gimme Dat*, *Run It*, *Say Yow*, *Brown Skin Girl*, and *With You*. Other fantastic acts were staged by reggae greats JahCure, Gyptian, and Etana while newcomer Romain Virgo surprised the audience with a fantastic



Grammy Award winner Natalie Cole enchanted the masses at the 2011 Jamaica Jazz & Blues Festival (Photo: Adrian Creary)



Graham Russell and Russell Hitchcock rock the night away at the 2011 Jamaica Jazz & Blues Festival (Photo: Adrian Creary)



A strong performance of reggae, pop and R&B was delivered by Diana King at the 2011 Jamaica Jazz & Blues Festival (Photo: Heidi Zech)



The amazing Etana, shows off her powerful voice at the 2010 Reggae Sumfest (Photo: Heidi Zech)

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The 'Queen of Soca' Alison Hines on stage at the 2011 Jazz & Blues Festival (Photo: Adrian Creary)

show. 'International Night 2' featured an amazing closing by Gramps Morgan, Tarrus Riley, Beenie Man, Shaggy and the one and only Usher, who called Elephant Man and Chris Brown up on stage and ended up in a dance off to the delight of the screaming fans.

Appealing to a more mature audience and focusing on Jazz & Blues, the Air Jamaica Jazz & Blues Festival was born in 1997 and later rebranded the Jamaica Jazz & Blues Festival with The Jamaica Tourist Board as one of the main sponsors. Over the years, 'Jazz' has seen fabulous performances by many international artists including Lionel Richie, Michael Bolton, Babyface, Gladys Knight and reggae greats such as Maxi Priest and Third World. The 15th anniversary at the Greenfield Stadium in Trelawny was held January 23 - 29, 2011, and boasted three days of fabulous music from the main stage. The festival kicked off Thursday night with performances by the Paul Peress Project backed the powerful voices of Brenda Russell and Phil Perry, dapper looking 'Mr. Big' Ron Isley, who delivered a soulful act that had the crowd swinging and the energy

loaded shows of Diana King and Soca queen Alison Hinds.

Friday brought rocking performances by the soulful 'Sisters With Voices' SWV, jazz and R&B singer Regina Belle and the eagerly awaited three-time Grammy Award winners Maroon 5, who put on a 75 minute performance with their greatest hits including *Misery*, *She Will Be Loved* and *Won't Go Home Without You*. Known for their catchy mixture of pop, R&B and funky traces, the quintet had the full attention of screaming teenagers as well as the typical forever young Jamaica Jazz & Blues Festival supporters.



Patrons absorbed a first class act by California rockers Maroon 5 (Photo: Heidi Zech)

**"WE HAVE BEEN INSPIRED BY REGGAE MUSIC. TO COME TO THE BIRTH PLACE OF REGGAE MUSIC TO PERFORM FOR SUCH A LOVELY AUDIENCE WAS AMAZING FOR US."** Maroon 5

Despite the sky opening its floodgates on Saturday night, the countless patrons who took shelter in the many tents, skyboxes and under umbrellas, thoroughly enjoyed the energy loaded Silver Bird Steel Orchestra, an impressive act by Laura Izibor, beloved reggae singer Tarrus Riley, Natalie Cole and hit-making duo Air Supply who came on stage at 3:15 am.

Times change, but one thing is for sure; the best in local and international music, good food and drink, wonderful people from all over the world and the unbeatable Jamaican vibe are guaranteed for anybody attending any of these world-class events. Come and enjoy! [www.reggaesumfest.com](http://www.reggaesumfest.com), [www.jamaicajazzandblues.com](http://www.jamaicajazzandblues.com)



Richie Loop chats with the audience at 2010 Reggae Sumfest (Photo: Heidi Zech)

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# INTERNATIONAL STARS PERFORM FOR CHARITY

After two postponements caused by the weather gods, The Palmyra Foundation's Tropical Reggae Beach Concert and Benefit Dinner & Dance finally took place at The Palmyra Resort & Spa on February 11 - 12, 2011. The two Valentine's weekend fundraising events raised close to US\$30,000 towards the purchase of books for 4 and 5 year old school children in Jamaica for the 2011/12 academic year. Causing an incredible buzz in the local media due to its high quality entertainment and attendance by local and international socialites, prominent business people and government officials, The Palmyra firmly established itself as the premier event venue on the north coast. Performers Tessanne Chin, Tarrus Riley and Dean Fraser, Third World, American Idol winner Ruben Studdard, Myrna Hague-Bradshaw and the Dwight Richards Band made it

a weekend to remember.



'Messenger' Tessanne Chin enchants the crowds with a powerful rock-reggae performance (Photo: Heidi Zech)



Tarrus Riley during his superb performance (Photo: Heidi Zech)



Veteran saxophonist Dean Fraser delivered a stellar show (Photo: Heidi Zech)



'Patriots' Cat Coore and Richie Daley during their world-class performance (Photo: Heidi Zech)

drummers of Montego Bay Boys and Girls Club, a group of youth that the percussionist mentors. However, the highlight of the evening took place when musical genius Cat Coore brought out his cello to perform Marley's *Redemption Song*, an act that had the ladies going wild.

With first class performances and the unbeatable vibe of The Palmyra beach, patrons had a fantastic

time and felt good about helping raise money for books through The Palmyra Foundation. Said party-goer Sport Sloley; "The riddim was fabulous. The performances were excellent as was the food and the venue. It was a great evening."

While all drinks for the evening were sponsored by Appleton Rum, J. Wray & Nephew, Corona Extra, Ocean Spray, WATA, Coca Cola and Irie Cosmo, food stations were generously provided by local restaurants Scotchie's, Pier 1, Margaritaville, Groovy Grouper and Rainforest Seafoods The Palmyra Resort & Spa. Additionally, The Gleaner Company, TWJ & RJR Group, Tai Flora and John Swaby Entertainment sponsored the production and marketing of the event. Said Palmyra Foundation spokesperson Ragni Trotta; "The beach concert was a real community effort through which we all came together for a good cause. The tremendous support enabled us to sell tickets all inclusive of drinks and food to music hungry patrons and offer an amazing and memorable event which we hope to repeat next year."

## TROPICAL REGGAE BEACH CONCERT, FRIDAY FEBRUARY 11, 2011

The charity weekend kicked off with a Tropical Reggae Beach Concert on the beautiful white sand Palmyra beach, decorated with South Beach style seating areas, colourfully lit tepees, tiki torches and floating fires in the bay, creating a magical tropical party atmosphere. Drawing a discerning mix of socialites and prominent business people from Montego Bay, Kingston and overseas, the stage hosted magnificent performances by Tessanne Chin, Tarrus Riley, Dean Fraser and legendary Reggae Ambassadors Third World, making the weekend's Friday evening a truly spectacular experience. The beach concert was attended by Prime Minister Bruce Golding as well as a large contingent from the Black Young Presidents' Organisation from the U.S. as well as the local Jamaican chapter.

Boys of the Mount Horeb Infant School holding onto the book bags they received from The Palmyra Foundation, September 2010 (Photo: Suki McDonald)



Reggae Ambassador William 'Bunny Rugs' Clark delivered a solid performance of Third World classics and brand new songs (Photo: Heidi Zech)

Palmyra Foundation sponsor and Attorney-at-Law Gordon Brown hands out books to a student at the Montego Bay Infant School (Photo: Heidi Zech)



Dancing the night away with sand between their toes, many patrons got rid of their shoes to dance to the sweet sounds of reggae (Photo: Heidi Zech)

While DJ Crazy started the evening building the crowd's anticipation with great music, MC Heather 'Brown Sugar' Grant started the entertainment introducing songstress Tessanne Chin. The Jamaican songbird had the audience in awe with her powerful voice, delivering her fusion of rock reggae hits such as *Messenger*. As usual, Tarrus Riley, Dean Fraser and band were at their very best, showing off excellent vocal and instrumental skills when performing favorites such as *Beware*, *She's Royal* and *Good Girl Gone Bad*.

**"IT TAKES A VILLAGE TO RAISE A CHILD. THE PALMYRA FOUNDATION HAS BECOME A PART OF A VILLAGE THAT BELIEVES IN GIVING CHILDREN AN OPPORTUNITY. THIRD WORLD IS HONORED TO BE A PART OF THE FUNDRAISING EFFORTS WITH OUR PERFORMANCE IN MONTEGO BAY. IT IS OUR DUTY TO HELP CULTIVATE THE MINDS OF OUR FUTURE LAWYERS, DOCTORS, POLITICIANS, MUSICIANS... YOU NAME IT."**

Cat Coore, Third World

Taking the stage at 11:30 pm, world renowned reggae ambassadors Third World gave an impressive performance to satisfy every fan's wish. With an amazing set of Third World's greatest hits, the band had the crowd dancing non-stop with sand between their toes to classics like *96 Degrees*, *Reggae Ambassadors* and *Try Jah Love* and tunes from their latest album *Patriots*. 'Tony Ruption' Williams delivered a fun and energetic drum performance backed by the young

Beautifully decorated with stylish seating areas, colorful lit tepees and many food stalls and bars, the Palmyra beach posed the perfect venue (Photo: Heidi Zech)



## BENEFIT DINNER & DANCE, SATURDAY FEBRUARY 12, 2011

Held around the beautifully decorated poolside of The Palmyra Resort & Spa with the stage erected across the pool to the backdrop of The Palmyra's signature pavilion, Fae Ellington did a fabulous job as the MC for The Palmyra Foundation's Benefit Dinner & Dance on the weekend's second night. The Palmyra Foundation's Robert Trotta reminded the audience that educating children is not only the responsibility of governments, but also society. Trotta has not only invested heavily in the island's tourist industry, but in the lives of the country's most vulnerable, - its children. Said Trotta: "As the fortunate citizens of a society, it is our job to help the children."

Outstanding performances were delivered by Jamaican jazz & blues icon Myrna Hague Bradshaw and the Dwight Richards band, before headliner and season two winner of American Idol, Grammy nominated American R&B artiste Ruben Studdard took to the stage. With a powerful, soulful performance, Studdard enthralled concert goers up-close and personal at the poolside of the new Montego Bay resort with a selection of great songs. Said spokesperson Ragni Trotta; "The Palmyra Foundation was absolutely delighted to host such a big star at our Saturday event. Ruben's story perfectly embodies the message that you can be successful if you are willing to work hard towards your goal. He is an inspiration to us all." His solo act was followed by an energetic performance of Dwight Richards and band, which inspired the crowd to dance the night away.

The event was well attended by 300 of the 'Who's Who' of Jamaica's business community and overseas visitors. Palmyra's Executive Chef Scott Simpson provided patrons with delicious fare from several action food stations co-sponsored by Caribbean Producers Jamaica and Rainforest Seafoods, while Marguerites restaurant provided a dedicated pasta station. Mouthwatering desserts were sponsored by MoBay Chocolate Company, Alecia James and Calypso Gelato. Plenty of champagne, wine, rum, beer and drinks flowed courtesy of sponsors 1876 Wines, Appleton Rum, J. Wray & Nephew, Corona Extra, Ocean Spray, WATA, Coca Cola and Jablum Coffee. Produced by sponsors John Swaby Entertainment and Tai Flora, marketing of the event was provided by The Gleaner Company.



**"MY PERFORMANCE IN JAMAICA WAS A GREAT EXPERIENCE, THE AUDIENCE HAVE A LOVE FOR GREAT MUSIC AND SEEMED TO TRULY ENJOY MY SET. THE PERFORMANCES OF TARRUS RILEY AND THIRD WORLD WERE THE HIGHLIGHT OF MY TRIP. I'M SURELY LOOKING FORWARD TO MY RETURN TO JAMAICA."**

*Ruben Studdard, American Idol Winner and R&B recording artist*

No one describes the foundation's venture better than Palmyra Foundation sponsor attorney Gordon Brown from Montego Bay, who said, "I think the most gratifying aspect of the experience of sharing these gifts of learning and opportunity with these delightful, energetic, hopeful children is the knowledge that we were there, with and for them from the very start. It takes a village to raise a child and through The Palmyra Foundation, we are happy to play our part as our children's keepers."

To date, The Palmyra Foundation has provided 72,000 schoolbooks to 15,000 public infant school children in Jamaica. Sponsors of The Palmyra Foundation include Rattray, Patterson & Rattray Attorneys, Greylock Capital LLC, Crestone Wealth Advisors, Billy Craig Insurance, Victoria Mutual Wealth Management, The Palmyra Resort & Spa as well as many other private individuals and companies.

*"The Velvet Teddy Bear" Ruben Studdard had patrons in awe with his soulful performance (Photo: Heidi Zech)*



The Palmyra Clubhouse festively lit as a backdrop to the stage across the pool (Photo: Heidi Zech)



Supporters of the Dinner & Dance enjoyed fantastic entertainment and great food in a stunning atmosphere (Photo: Heidi Zech)



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# BANANAS FROM THE PARISH OF ST. MARY

With fantastic images and entertaining stories to illustrate exceptional local cuisine, people and places, “Nyam Jamaica” is a collaboration between author and photographer Rosemary Parkinson, international renowned photographer Cookie Kinkead and the “Grand Dame” of Caribbean cuisine, the late Norma Shirley. Titled “Nyam”, the patois word for “Eat”, the encyclopedia follows the female trio across the island on a culinary journey that is as much a lesson in geography as one of culture and cookery. Take a trip into “Banana Land” in the parish of St. Mary with extracts from “Nyam Jamaica”, exclusively made available to the readers of the Jamaica Tourist by Rosemary Parkinson.



A banana plant bearing fruit  
(Photo: Rosemary Parkinson)

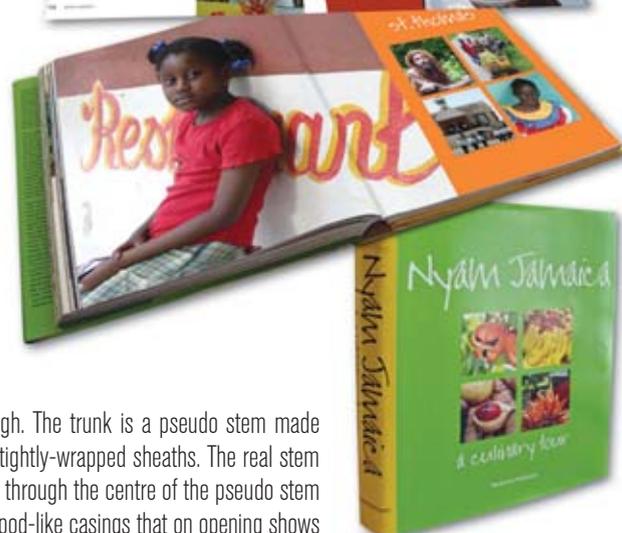


NYAM Jamaica was created by Caribbean author, photographer, publisher and culinary consultant Rosemary Parkinson. The late restaurateur, Grand Dame of Caribbean Cuisine Chef Norma Shirley, contributed dishes & recipes. Celebrated Jamaican photographer Cookie Kinkead joined Parkinson in producing the photography; her daughter, Marie-France AQUI, the award-winning design.

At the Nyam Jamaica Book launch in New York, from left: Cookie Kinkead, Marie-France AQUI, Rosemary Parkinson and the late Norma Shirley (Photo: courtesy of Rosemary Parkinson)

## BANANA LAND

“ UP IN THE HILLS, WHERE THE STREAMS ARE COOL,  
AND MULLET AND JANGA SWIM IN THE POOL, I HAVE TEN  
ACRES OF MOUNTAINSIDE, AN’ A DAINTY-FOOT DONKEY,  
THAT I RIDE. ” *Song of the Banana Man, Evan Jones*



Nyam Jamaica is available in bookstores island wide and various outlets at both international airports as well as on amazon.com.

Honey produced from reeds is how Theophrates traveling with Alexander The Great in 336 BC described bananas. Edible bananas from the Musa genre originated in Malaysia; explorers taking them to the Indian Ocean and Africa some two thousand years ago. The banana family or Musaceae consists of gigantic herbs that can grow up to 30 ft. high. The trunk is a pseudo stem made solely from overlapping, concentric, tightly-wrapped sheaths. The real stem is underground. The stalk that grows through the centre of the pseudo stem bears a cluster of flowers in reddish pod-like casings that on opening shows bright, tubular yellow petals from which the banana fruit develops along the end of the casing. A banana plant bears fruit once then dies, leaving a sucker (or baby) in its place. A cluster of bananas is called a hand and consists of 10 to 20 bananas known as fingers. Several overlapping hands make a bunch. Bananas are family to lilies, orchids and palms. In Jamaica the leaf is used to wrap certain foods such as Blue Drawers (also called Duckunoo) and the dried leaves are known to make a hefty spliff! Bananas are a good source of vitamin C, potassium and dietary fiber. Two bananas provide enough energy for a strenuous 90-minute workout. Bananas aid depression, PMS, anemia, morning sickness, and can help to calm nerves. They reduce blood pressure and increase brain power. Rub a mosquito bite with the inside of a banana skin to reduce swelling and irritation.



Ripe, yellow bananas from the parish of St. Mary (Photo: Rosemary Parkinson)

The banana arrived in Jamaica as early as 1520, brought in by the Spaniards from the Canary Islands. They flourished in the hot, damp climate and rich alluvial soil. In 1871, a Yankee skipper named Lorenzo Dow Baker sailed into Port Antonio and took on board a cargo of coconuts and 1,450 stems of bananas. He returned to the island buying land, planting bananas and organizing a shipping line to transport the fruit. From Boston through Boundbrook to Buff Bay his banana lands and Boston Fruit Co. dominated. Later, Baker merged with other interests to create the United Fruit Co. This company would dominate the banana industry in Jamaica and Central America for years to come. As one descends from Kingston into St. Mary, the banana plantations are a sight to behold – the road leading down to the coast lined with date palms. It is here that the St. Mary Banana Producers carry on the process of growing and exporting bananas, this parish producing the largest amount of bananas on the island.



## BRENDA'S BANANA BREAD

- |   |   |
|---|---|
| 1 ¾ cups white flour                    | ½ teaspoon nutmeg   |
| 2 ¼ teaspoons baking powder             | ¾ teaspoon lemon/lime rind  |
| ⅔ cups brown sugar                      | ½ teaspoon salt   |
| 2 eggs                                  | 1 teaspoon vanilla  |
| 1 cup melted butter or ½ cup shortening | ¼ cup mixed nuts, placed in blender and finely chopped (optional) |
| 3 large ripe bananas                    |   |

Preheat oven to 350 degrees. Sift flour, baking powder and salt in a bowl. Beat eggs, sugar, nutmeg, vanilla, and butter together in a bowl. Add lemon rind to egg mixture. In a separate bowl, mash the banana thoroughly. Measure out one cup of pulp. Fold one third banana pulp with one third flour mixture and one third egg mixture. Beat until smooth. Repeat twice more. Add nuts (optional). Place into well greased and floured bread pan. Sprinkle a teaspoon of sugar over top. Bake until inserted knife comes out clean – about 25 minutes. Remove from oven. Cool on rack. Slice and serve.

# JAMAICA





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WHAT ARE YOU MADE OF?



# AMAZING ADVENTURES AT GOOD HOPE

The region's major adventure tour provider, Chukka Caribbean offers a host of thrilling tours to island visitors and residents and many prestigious awards have been bestowed on the company. The Green Globe Certified company that operates 35 tours in Jamaica, Belize and the Turks & Caicos Islands, delivered over 400,000 adventure tours to cruise and hotel guests in 2010. With the February 2011 arrival of the first cruise ship into the newly constructed Falmouth Shipping Pier, Chukka Caribbean Adventures has launched another amazing attraction at the historic Good Hope Estate.



At the recent launch of Chukka at Good Hope. Left to right: Daniel Melville Jr., Director of Resort Marketing, Paola Byles, Director of Cruise and International Marketing, Olympic Champion Usain Bolt and Mark Linehan, CEO of Digital (Photo: Chukka Caribbean)

Located near the new port of Falmouth, 20 minutes from Montego Bay in the picturesque Cockpit Country, Chukka at Good Hope has certainly managed to showcase the important role this property played in Jamaica's history. Everyone who was familiar with the stunning Good Hope Estate before its transformation will quickly acknowledge that its landscape and historic charm has in no way been disturbed. Says John Byles, Chukka's Co-Managing Director, "True to our brand, we are keeping everything as natural as possible, all tours are designed to ensure that we minimize the footprint such as platforms for our zip lines are mounted with ropes, belts and suspension cables so no nails or bolts have to be driven in the trees." Ropes for the zip lines are manufactured from special materials NASA uses in their space program, which reduce the noise when people go zipping through the jungle.

With buildings and ruins scattered around the 2,000 acre property, few spots offer so much to discover in one place and Chukka at Good Hope provides an endless option of adventures, history and culinary experiences. This site offers to everyone, regardless of tour taken, the viewing of a world class potter in residence, exhibitions of original sugar cane crushing technique, and the interesting incorporation of 250 year old buildings into the main amenities area. There is lots to do, adding value to the more adventuresome at heart.

The Chukka team has done an amazing job blending the old world charm of Good Hope with modern conveniences, making it the destination of 11 different adventures smacked into lush plant life, primary jungle and scenic views of the majestic Martha Brae river.

Chukka at Good Hope launched its adventures with the arrival of the first ever cruise ship; 'The Voyager of the Seas' into the newly constructed Falmouth Shipping Pier, a vessel carrying 3,500 passengers and 1,500 crew

members. Conveniently located in the vicinity of the new pier, the new attraction provides a much needed adventure offer to day visitors. Chukka continues to improve and expand its experiences to meet the changing needs of visitors. The company has a history of developing new and unique adventure experiences in the Caribbean. In 2010, Chukka received the World Travel Award as the "Caribbean's Leading Nature Adventure Excursion Operator" for the fourth consecutive year.

## CHUKKA AT GOOD HOPE ADVENTURES:



ATV Safari (Photo: Chukka Caribbean)



Good Hope Estate by Horse & Carriage (Photo: Chukka Caribbean)



Horse N'swim (Photo: Chukka Caribbean)



High Tea at Good Hope Estate (Photo: Chukka Caribbean)

### HORSE & BUGGY RIDE (1 HOUR)

Horse & buggy through the streets of historic Falmouth sugar port.

### GREAT HOUSE & ESTATE TOUR (3 HOURS)

Discover planter John Tharpe's 18th Century sugar empire.

### GOOD HOPE ESTATE BY HORSE & CARRIAGE (1 HOUR 30 MIN)

History, culture, cuisine and scenic beauty.

### GOOD HOPE TASTE OF JAMAICA (4 HOURS)

Taste the magnificent foods of the Caribbean.

### GOOD HOPE ESTATE AND GOURMET LUNCH (3 HOURS)

A tour and an unforgettable food adventure at the Good Hope Great House.

### HIGH TEA AT GOOD HOPE ESTATE (3 HOURS)

Tour, high tea and visit to famous potter David Pinto.

### DUNE BUGGY SAFARI (2 HOURS)

A bumpy, off road ride in a Chukka Dune Buggy.

### ATV SAFARI (2 HOURS)

ATV adventure in the scenic countryside of the Good Hope Estate.

### ZIP LINE CANOPY TOUR (3 HOURS 20 MIN)

Soar through the trees like "Tarzan".

### ZIP LINE CANOPY & RIVER KAYAK COMBO (3 HOURS)

Canopy tour and river kayaking adventure.

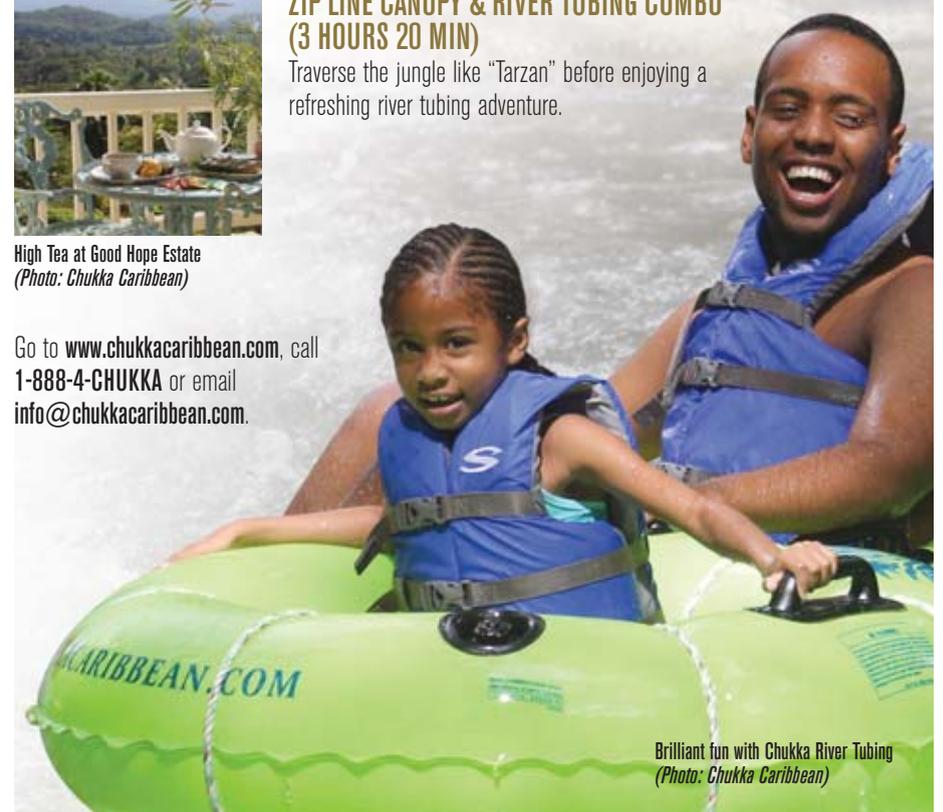
### RIVER TUBING SAFARI (2 HOURS 20 MIN)

Tube down the scenic Martha Brae River.

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Brilliant fun with Chukka River Tubing (Photo: Chukka Caribbean)



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# SWIMMING WITH DOLPHINS AT COVE NEGRIL



Stefanie enjoys a dolphin kiss at Dolphin Cove Negril (Photo: Dolphin Cove)

Living in Jamaica has its advantages, one being that your family will always want to come and visit your new homeland. When Stefanie Pary-Smith's family arrived on "The Rock" from Ohio, US to visit her new place of residence, she wanted to make sure that they fell in love with Jamaica too. While it is difficult to decide what to do with first time visitors to the island, one of the most popular tourist attractions and a guaranteed thrill is the Caribbean's most popular marine attraction: Dolphin Cove. Explains the retail professional; "My main concern was to figure out the best places to take my family, so that they enjoyed the island and came to love it as much as I do!" Stefanie tells us of her family visit to the newly opened Dolphin Cove Negril.

Explains Stefanie; "One of my mother's dreams in life was to swim with the dolphins. Easy, you might think. Just schedule a trip to Dolphin Cove Ocho Rios and be done with it. But Dolphin Cove has now provided visitors with the additional option of Dolphin Cove Negril."

After researching both options, the ex-pat settled on Dolphin Cove Negril in Lucea, a convenient option and perfect combination with a daytrip to Negril. "After much deliberation, I chose to take my family to Lucea, a decision I was so glad I made," she said.

After leaving Montego Bay early in the morning, the family arrived at Dolphin Cove Negril in less than 45 minutes. Describes Stefanie: "The marine attraction appears out of nowhere and seems like an oasis. We checked in for our dolphin program, filled out our release forms and saw the camels. My mother got excited, where else would she have the opportunity to ride a camel? We added a camel ride to our list of things to do and started marking off items on our bucket lists. Walking out to the lagoon, we were amazed at how serene the environment was and how secluded it felt."

Continues Stefanie: "We learnt important details about dolphins, such as the fact that they are considered one of the most intelligent animals in the world and that they are mammals who give live births and breathe oxygen. Each dolphin is trained with cues and we were instructed on how to communicate with them so that they would



Stefanie's friends and family are having fun with the amazing bottlenose dolphins at Dolphin Cove Negril (Photo: Dolphin Cove)

dance sing and kiss our cheeks. We had chosen the 'Swim with the Dolphin' encounter which meant we were in the ocean with them for about 25 - 30 mins. After our introduction, we were given life vests and got our first up close look at the dolphins."

Explains Stefanie: "The first time you are within a foot of a bottlenose dolphin is a time you will never forget. A smile immediately comes to your face and the excitement grows as you realize that in a few moments, you will be jumping into the water to play with these magnificent creatures"

Describing the experience of touching the dolphins, Stefanie marvels at the amazing feel of the mammals; "The awe you feel at being close to these great mammals is almost overwhelming. We were taken through several tasks with the dolphins, and it soon became apparent that we were the ones being trained. Everyone was in great spirits and couldn't stop smiling. Being near the dolphins makes you feel comfortable and safe like you would never imagine. After the exhilaration of the interactions, the dolphins got to show off and do tricks for us."

According to Stefanie, the only downside was that the encounter ended too quickly; "Sadly, our time came to an end and we had to get out of the water. Luckily Dolphin Cove Negril videotaped and photographed the whole thing so that we could purchase lifetime memories of our special day before we left. We all felt it was an important memento to have and to keep."

If you are looking for a secluded environment to enjoy the dolphins, camels, & stingrays head over to Dolphin Cove Negril. A great way to make your trip into a day adventure is to continue the short distance to Negril to enjoy the 7 mile beach.

Contact Dolphin Cove Negril at [www.dolphincovejamaica.com](http://www.dolphincovejamaica.com) or 974-5335.



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### RAFTING ON THE GREAT RIVER GREAT RIVER, ST. JAMES

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## NEGRIL & SURROUNDINGS

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# BAREFOOT LUXURY AT GOLDENEYE



Jazz guitarist Ernie Ranglin and Chris Blackwell at GoldenEye in 2009  
(Photo: courtesy of Chris Blackwell)

**Y**ou only need five minutes in Chris Blackwell's presence before you become captivated by his creativity, great sense of humor and relaxed attitude to life. A true island legend, Blackwell has done more to promote Jamaica to the world than any other individual. His aura of allure and celebrity still very much alive, the man who brought Bob Marley to the attention of the world, is now putting his considerable energy and imagination into the creation of the uniquely spectacular resort hide-away of GoldenEye, the birthplace of James Bond.

Famous for being the man who worked with Jimmy Cliff, Burning Spear, Third World and many other Jamaican artists and ensured Jamaica's sensual reggae rhythms infiltrated even the most remote areas of the planet, Blackwell's name will forever be intertwined with global music icon Bob Marley. This Jamaican entrepreneur made his

fortune in the music industry with the 1959 formation of Island Records, a venture he built into the world's most successful and groundbreaking independent record label. Inducted into the Rock & Roll Hall of Fame in 2001, Blackwell is recognized as the single person most responsible for turning the world onto reggae music.

"Jamaica has been good to me, Jamaicans are inspirational," Blackwell explains. "We had a huge hit with 'My Boy Lollipop' by Jamaican teenager Millie Small when we first started Island Records. Millie took me into the mainstream music industry right in the middle of the period rock was emerging. When I met Bob Marley in London in 1972, I felt that I could market him as a rock act." Marley had already recorded for Jamaican labels, but Blackwell helped make a worldwide superstar of reggae's greatest talent by advancing Bob & The Wailers money to record their first album without a contract.

Blackwell's gesture led to the long term success of both Marley and Island Records. Of his experience with Marley Blackwell says; "He trusted my instincts, which were that he should go after being a rock star, rather than a star on black American radio. His music was rough and raw and exciting, but all black American music at the time, other than James Brown, was very slick and smooth. Bob trusted me on that, he was as keen as I was." When Blackwell got Eric Clapton to record a rock version of Marley's "I Shot The Sheriff", history was made.

Island Records and Blackwell himself became renowned for a relaxed, nurturing vibe and an imaginative flair for marketing. The secret of the music mogul's success resided with his skill in spotting and creating trends, his gift for finding talent and his insistence on quality control. Over thirty years, the mastermind behind Island Records gave the world rock stars U2, Cat Stevens, Steve Winwood, Melissa Etheridge, Tom Waits, The Cranberries, Grace Jones, Richard Thompson, PJ Harvey, Roxy Music and Robert Palmer, just to name a few. Blackwell sold Island Records in 1989, eight years after Bob Marley died from cancer at the tender age of 36. "It got too big for me, and the enjoyment was not there anymore. It was never the same after Bob died. It was about so much more than music when he was alive."

In St. Maarten on route back from Brazil, where the group had been for the opening of BMG Records Brazilian Company. From left: Junior Marvin, Bob Marley, Jacob Miller and Chris Blackwell  
(Photo: Nathalie Deleon)



Blackwell currently runs Island Outpost, which he set up to operate and market a group of elite resorts in Jamaica including Strawberry Hill in the Blue Mountains, Jake's in Treasure Beach, The Caves in Negril, and the recording studio and private hotel Geejam near Port Antonio, where artists such as Gwen Stefani and No Doubt, Drake and Gorillaz have recorded.

The former music mogul is now putting his sizeable talent into the creation of his new master piece; GoldenEye Hotels & Resorts. He draws comparisons from the music industry to the real estate industry; "It is almost like having a great song, gives you the responsibility of making a great record. It is the same with GoldenEye and the overall masterplan for the area. You have the responsibility to make sure it is amazing."



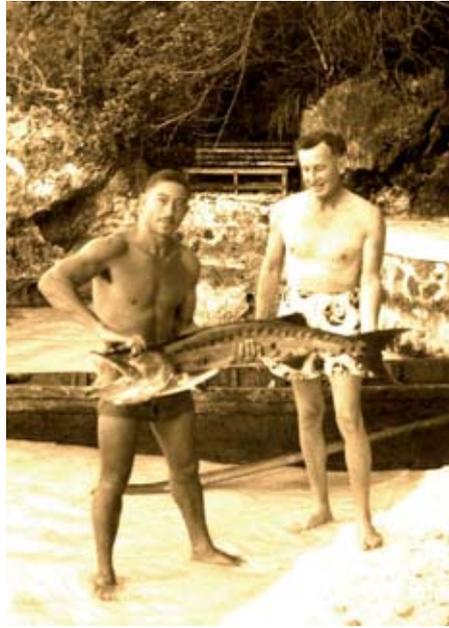
The FieldSpa at GoldenEye, home base to the resorts wellness programs (Photo: courtesy of Island Outpost)

Blackwell bought GoldenEye from the Ian Fleming estate in 1976. He started renting out Fleming's main villa, and soon started receiving requests from visitors who wanted to buy a little slice of heaven. "That is what made me think I should probably develop the property," he explains. Walking around barefoot, Blackwell has spent decades and at least US\$50 million since the mid-90's, creating a hide-away that captures what he considers to be the island's true charm. Says the developer; "Jamaica's magic is the breeze."

The magical spot possesses significant family history and a lifetime of memories for Blackwell, who grew up swimming in the waters off the Oracabessa coast in the summers, when not attending boarding school in England. Considered the love of Ian Fleming's later life, his mother Blanche Lindo became the James Bond author's muse and the inspiration for the character Pussy Galore in Goldfinger. Explains Blackwell; "Ian built the house in 1948, and he wrote all the Bond books at GoldenEye. You really could say that James Bond was born here." The combination of GoldenEye's history as the birthplace of James Bond with Blackwell's fame as the discoverer of Bob Marley, has created a mystique and an allure that is hard to match. Artists and musicians have been enjoying the tranquility of GoldenEye for years. Reveals Blackwell; "Sting wrote *Every Breath You Take* here and Bono has been here several times. Recent visitors include, Scarlett Johanson and Tom Waits. Jay-Z and Beyonce spent Christmas with us."



The stunning waterfront Lagoon Cottages are surrounded by tropical gardens, palms and mangrove (Photo: courtesy of Island Outpost)



James Bond author Ian Fleming (right) and Jamaican champion swimmer Barrington Roper, with whom he used to go spear fishing at GoldenEye (Photo: courtesy of Chris Blackwell)



The stunning Fleming Beach at GoldenEye (Photo: courtesy of Island Outpost)

You just have to admire Chris Blackwell's attitude to life and his openness to new ideas, which has brought him extraordinary opportunities throughout his life. However, you soon realize that part of Blackwell's genius lies in having a long term plan that he commits fully to bringing to fruition. This is definitely the case with GoldenEye, a place as enthralling as its history. The property boasts an enormous variety of trees, plants, flowers and birds and puts you at complete ease the moment you step through its entrance to see the beach resort's drawbridge reveal itself through the trees as a hidden paradise.

GoldenEye includes 9 beach cottages and 8 lagoon units, ranging from US\$840k for a single bedroom hideaway – to US\$1.8m for a 2 bedroom beach cottage. On the beautiful lagoon side, you can purchase a studio cottage with an oceanfront deck from where you can dive straight into the turquoise lagoon. The cottages come with a lot upon which you can build a villa. GoldenEye's group of purchasers is an international clientele of people who are attracted to the resorts rustic privacy. States the developer; "The GoldenEye lifestyle is not for everyone."

The luxurious hide-away forms part of a Masterplan to develop Oracabessa Bay into a waterfront resort community. He describes the Ian Fleming Airport, which is large enough for private planes to land, as a great addition to the area.

Firmly rooted in his community, Blackwell set up the Oracabessa Foundation in the mid-90's to inform the locals about his plans, market the project and create a community spirit. To this day, the Foundation has monthly information meetings to ensure that the community is on board with the development plans. "I started working with these musicians from the streets. Those are the real people," explains Blackwell. In practical terms, the Foundation has donated a wing to the local school, assisted with various sports program and helped the community in various ways.

The latest of his adventures is the recent launch of "Blackwell Gold" rum, an idea started by his friend Richard Kirschenbaum, who owns a successful advertising agency in New York. "Dark rum is going to be the next big thing," says Blackwell. One just has to marvel at the creativity of the promoter, who is as laid back and disarmingly charming as the island on which he lives.

Visit [www.goldeneye.com](http://www.goldeneye.com)

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## MONTEGO BAY



**EVE'S TABLE, THE PALMYRA RESORT & SPA**  
CUISINE: INTERNATIONAL

Located in the stylish Clubhouse of The Palmyra, Executive Chef Scott Simpson creates an exciting array of breakfast, lunch and dinner delights. Eve's Table is already renowned for the eatery's fabulous Sunday Brunch with Jazz music entertainment, the last Sunday of every month.

Open for breakfast from 7:00 am - 11:00 am, lunch: 12:00 pm - 4:00 pm and dinner: 6:00 pm - 10:00 pm. **Call 632-8000**

**THE HOUSEBOAT GRILL, FREEPORT**  
CUISINE: INTERNATIONAL

Nestled in the Montego Bay Marine Park Fish Sanctuary, the Houseboat Grill offers a unique setting for an intimate, romantic dinner on the water. With fresh seafood as a specialty, which continues to be a favorite choice, diners can choose their own live lobster from a glass covered lobster trap on deck. Enjoy dinner in the enclosed dining room or, the open-air moon deck. Wherever you choose, the excellent food, magnificent atmosphere, and great service at The Houseboat Grill ensures a perfect evening out. The dress code is casually elegant, high heels not recommended.

Open daily for dinner from 6:00 pm - 11:00 pm. Bar opens at 4:30 pm, with daily '2 for the price of 1' happy hour on local brands from 5:30 pm to 7:00 pm. Call to inquire about the complimentary shuttle service in the Montego Bay area. **Tel: 979-8845**



**ROBBIE JOSEPH'S SEAHORSE GRILL, MONTEGO BAY YACHT CLUB, FREEPORT**  
CUISINE: INTERNATIONAL

Robbie Joseph's Seahorse Grill is a seaside eatery located at the "Tip Of The Bay" within the Montego Bay Yacht Club, Freeport (across from Sunset Beach Hotel).



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at The Palmyra Resort & Spa

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FROM 11:00 AM - 3:00 PM

March 27  
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ROSE HALL, MONTEGO BAY



(Photo: John Mitteco/www.phototropics.com)

With more than 35 years of culinary experience, Chef Robert Joseph has brought new life into this enchanting, waterfront restaurant & cocktail bar, specializing in world class, global cuisine with a West Indian twist. Fresh seafood, steaks, pastas and local Jamaican favourites encompass the menu along with traditional tasty burgers, salads and sandwiches. Dine al fresco under the stars or in the enclosed dining room an experience that you won't quickly forget. Enjoy great food, spectacular sea views and the outstanding, casually elegant ambiance of the legendary Montego Bay Yacht Club marina.

Weekly specialty nights include 'All-You-Can-Eat Buffet' on Fridays and 'Girls Night Out' on Saturdays. Open daily for lunch & dinner - 10:00 am to 11:00 pm. Call 684-9133. [www.theseahorsegrillja.com](http://www.theseahorsegrillja.com)

### OTHER MONTEGO BAY EATERIES

**Margaritaville, Gloucester Avenue**

CUISINE: INTERNATIONAL  
Open daily 11:00 am - 9:30 pm. Tel: 952-4777

**Marguerites Seafood by The Sea, Gloucester Avenue**

CUISINE: SEAFOOD  
Open daily 6:00 pm - 10:30 pm. Tel: 952-4777

**Pier 1 Seafood Restaurant & Bar, Howard Cooke Boulevard**

CUISINE: SEAFOOD  
Open daily 12:00 pm - 3:00 pm and 5:00 pm - 11:00 pm. Tel: 952-2452

**The Twisted Kilt**

CUISINE: INTERNATIONAL  
Opening hours 11:00 am - 2:00 am. Tel: 952-9488

**The Prince of Wales, Half Moon Shopping Village**

CUISINE: TRADITIONAL ENGLISH PUB FARE  
Open daily except Mondays 11:00 am - 11:00 pm. Tel: 953-9770

**The Jamaica Bobsled Café, Gloucester Avenue**

CUISINE: INTERNATIONAL  
Open daily, Mon - Sat 10:00 am - 11:00 pm, Tel: 940-7009

**Scotchie's, Coral Gardens**

CUISINE: JAMAICAN JERK  
Open daily 10:00 am - 11:00 pm. Tel: 953-3301

**Akbar & Thai Garden, Half Moon Shopping Village, Rose Hall**

CUISINE: INDIAN & THAI  
Open daily 12:00 pm - 3:30 pm and 6:00 pm - 10:30 pm. Tel: 953-8240

**Sugar Mill Restaurant, Half Moon Golf Course, Rose Hall**

CUISINE: JAMAICAN & INTERNATIONAL  
Open daily for dinner 6:00 pm - 10:00 pm. Tel: 953-2314

**The Pelican, Gloucester Avenue**

CUISINE: JAMAICAN & INTERNATIONAL  
Open 7:00 am - 11:00 pm. Tel: 952-3171

Information provided is subject to change.

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CUISINE: ITALIAN



Great Italian food made daily with fresh ingredients. Watch as your pizza bakes in a traditional wood fired brick oven. The tastes and fragrances created by the heat of the wood fire produce a pizza, which is clearly superior to those cooked in a standard oven. Savour Angela's hearth baked homemade piecrust, which is complemented with only the finest ingredients and topped with a tantalizing blend of spices and Italian tomatoes. This is pizza as it was meant to be. In addition, the extensive menu offers a delightful array of anti-pasti, salads, chicken, pasta and seafood. Stop in and enjoy the outstanding Italian cuisine in a relaxing atmosphere. Take out also available.

Open daily 11:30 am - 10:00 pm (Fri, Sat, Sun - 11:00 pm). Tel: 953-3406 or 953-3114



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# OCHO RIOS

## EVITA'S ITALIAN RESTAURANT, EDEN BOWER ROAD

CUISINE: ITALIAN, JAMAICAN & FUSION

Uniquely located in an authentic 1860 Gingerbread house, patrons that visit Evita's enjoy the most magnificent views of Ocho Rios' beautiful bay. Italian host Eva (Evita), personally ensures that her guests are properly entertained and eat well. Evita's has been featured in many publications including Gourmet Magazine and Bon Appetite. This little pasta house is a member of the World's Oldest & Foremost Gourmet Society and just about every celebrity who has visited Ocho Rios has enjoyed the food at the famous restaurant including Michael Bolton, Meg Ryan, Alec Baldwin, Naomi Campbell, Kate Moss, Christy Turlington, Keith Richards, the Rolling Stones and a string of other dignitaries. Open daily for lunch & dinner from 11:00 am - 11:00 pm. **Call: 974-2333**



## MISS T'S KITCHEN, 65 MAIN STREET

CUISINE: AUTHENTIC JAMAICAN

One of Ochi's best-kept culinary secret, Miss T's Kitchen is a rustic Jamaican restaurant and bar offering a selection of healthy, home-style Jamaican dishes and beverages in a unique, garden setting. Open for breakfast, lunch and dinner, prices are reasonable, the service reflects the warmth of the Jamaican people. Only a stone's throw from the Ocho Rios town clock, Miss T's Kitchen combines

the rocking rhythms of old time Jamaican music with freshly made culinary delights such as crispy plantain chips, country-style roast yam and salt fish, authentic spicy jerk chicken salad and rundung shrimp. Miss T's specials are oxtail, rice and peas and her famous curry goat. Open Monday - Thursday 9:00 am - 9:00 pm, Fridays and Saturdays until 10:00 pm. **Call 795-0099**

## OTHER ELEGANT AND CASUAL OCHO RIOS EATERIES

### Hardrock Café, Main Street

CUISINE: INTERNATIONAL

Restaurant open Sun - Thur 11:00 am - 8:00 pm, Fri - Sat 11:00 am - 11:00 pm. The Rock Shop daily 9:00 am - 5:00 pm. **Tel: 974-3333**

### Toscanini, Harmony Hall, St. Mary

CUISINE: ITALIAN

Open Tues - Sun Noon - 2:15 pm for lunch and 7:00 pm - 10:15 pm for dinner. **Tel: 975-4785**

### Le Papillon Restaurant and The Caviar Bar,

Royal Plantation

CUISINE: FRENCH & CARIBBEAN

Opening daily 6:30 pm - 10:00 pm. **Tel: 974-5601**  
Reservations required.

### Jimmy Buffett's Margaritaville Bar & Grill,

Island Village

CUISINE: AMERICAN & INTERNATIONAL

Open daily 9:00 am - 9:00 pm. Club nights (Mon, Wed and Sat) until 4:00 am. **Tel: 675-8976**

### The Dinner Terrace at the Jamaica Inn

CUISINE: INTERNATIONAL

Open daily 7:30 pm - 9:30 pm. **Tel: 974-2514**

### Passage to India, Soni's Plaza

CUISINE: INDIAN

Open Tues - Sun 10:00 am - 10:00 pm. **Tel: 795-3182**

### The Ruins at the Falls, 17 DaCosta Drive

CUISINE: JAMAICAN & INTERNATIONAL

Open daily 12:00 pm - 9:30 pm. **Tel: 974-8888**

### Mystic Dining Restaurant & Bar, Mystic Mountain,

Dunn's River Main Road

CUISINE: INTERNATIONAL

Open daily for lunch from 9:00 am - 5:00 pm and for dinner on Fridays and Saturdays 5:00 pm - 10:00 pm. **Tel: 974-3990/ext. 219 or 218**

### Coco Brown's Coffee Bar, Island Plaza

CUISINE: COFFEE, PASTRY AND SANDWICHES

Open Mon-Sat 8:30 am - 6:00 pm. **Call: 974-7737**

Information provided is subject to change.



## Overlooking Ocho Rios

Number one for Romance, Ambience, Good Food and Great Value.

Open 7 days a week for lunch and dinner from 11am to 11pm.

All major credit cards accepted. Ask about free transportation.

Eden Bower Rd. opposite Taj Mahal Shopping Center.  
www.evitasjamaica.com  
Tel. 876-974-2333

"Everything you see, I owe to spaghetti."  
-Sophia Loren

## NEGRIL ELEGANT AND CASUAL RESTAURANTS

### Caribbean Café and Party, Time Square Shopping Mall

Time Square Caribbean Cafe and Pastry is open 9:00 am to 7:00 pm, Mondays to Saturdays.

### Pushcart Restaurant at Pirates Cave, West End Road

CUISINE: JAMAICAN

Open daily from 3:00 pm - 11:00 pm (dinner 5:00 pm - 10:00 pm). **Tel: 957-4373**

### Rick's Café, West End Road

CUISINE: AMERICAN

Open daily noon - 10:00 pm. **Tel: 957-0380**

### Rockhouse Restaurant, West End Road

CUISINE: JAMAICAN & INTERNATIONAL FUSION

Open daily 7:00 am - 10:00 pm, bar until 11:00 pm. **Tel: 957-4373**

### Hungry Lion, West End Road

CUISINE: VEGETARIAN & SEAFOOD

Open daily 5:00 pm - 10:00 pm. **Tel: 957-4486**

### Jimmy Buffett's Margaritaville Bar & Grill, Norman Manley Boulevard

CUISINE: AMERICAN & CARIBBEAN

Open daily 9:00 am - 11:00 pm. **Tel: 957-9180/957-4467**

### Cosmo's Seafood Restaurant & Bar, Norman Manley Boulevard

CUISINE: SEAFOOD, JAMAICAN

Open daily 9:00 am - 10:00 pm. **Tel: 957-4330**

## KINGSTON ELEGANT AND CASUAL RESTAURANTS

### Gaucha's Grill, 20a South Avenue, Kingston 10

CUISINE: GRILL, LOCAL & INTERNATIONAL

Mon - Sat 12:00 pm - 10:30 pm.

**Tel: 754-1380**

### Norma's on the Terrace, Devon House

CUISINE: CARIBBEAN & INTERNATIONAL FUSION

Open Mon - Sat 10:00 am - 10:00 pm. Closed on public holidays. **Tel: 968-5488**

### Chilito's, 64 Hope Road, Kingston 6

CUISINE: MEXICAN

Open Mon - Fri 12:00 pm - 10:00 pm, Sat noon - 11:00 pm. **Tel: 978-0537**

### TGI Friday's, 51 Hope Road, Kingston 10

CUISINE: AMERICAN

Open Sun - Thurs & Sun 11:00 am - midnight, Fri & Sat 11:00 am - 2:00 am. **Tel: 978-8443**

## ELEGANT AND CASUAL RESTAURANTS ON THE SOUTH COAST

### Jack Sprat, Jake's Hotel, Treasure Beach

CUISINE: JAMAICAN & INTERNATIONAL

Open daily 10:00 am - 10:00 pm. **Tel: 965-3583**

### Lew's International Chinese Restaurant, Mandeville

CUISINE: CHINESE

Open Tues - Thurs 12:00 pm - 9:00 pm, Fri and Sat - 9:30 pm, Sun - 8:30 pm. **Tel: 962-1252**

### Red Bones Blues Café, 1 Argyle Road, Kingston 10

CUISINE: CARIBBEAN FUSION

Open Mon - Fri noon - 11:00 pm for lunch and dinner, Saturday dinner only 6:00 pm - 11:00 pm. **Tel: 978-8262**

### Andrea's Steakhouse at Marblue Villa Suites, Treasure Beach, St. Elizabeth

CUISINE: INTERNATIONAL

Open for breakfast from 8:00 am - 10:30 am (Sat and Sun until noon), lunch everyday from 12:30 pm - 3:00 pm and dinner from 6:00 pm - 9:30 pm  
Please call **965-3408** for reservations

**FOR DESSERT** Visit the Calypso Gelato Italian Ice Cream and Tortuga Rum Cake factory in Reading, only a few minutes from Montego Bay. All natural, no preservatives or colorants are used to make Calypso Gelato's 50 different flavours, from traditional Italian tastes like Hazelnut, Tiramisu and Panna Cotta to the all Jamaican Sour Sop, Passion Fruit, Guava, Mango and many more. Gelato not only tastes good it's good for you. Open Mon to Fri 8:30 am to 6:00 pm, Sat 9:00 am to 6:00 pm and Sun 10:00 am to 6:00 pm. **Call 979-9381**

Opening days and hours are subject to change without notice.



ALL NATURAL

## Calypso GELATO

Italian Ice Cream with a Taste of Jamaica

GELATO, GRANITA, COFFEE, CAPPUCCINO AND SANDWICHES

MONTEGO BAY

READING MAIN ROAD (SPRING GARDENS)    VILLAGE COMMISSARY HALF MOON SHOPPING CENTER

TEL: (876) 979-9381

NEGRIL

BLUE WATER INTERNET CAFE ON WEST END

# THE MARGARITAVILLE STATE OF MIND

**J**immy Buffet's Margaritaville is perfect for anyone looking for a lively, fun atmosphere, delicious food and liquid concoctions. Fans of the popular Caribbean-loving singer can enjoy Buffett's music while they chomp down on a Cheeseburger in Paradise and sip on one of 52 types of specialty Margaritas.

It is always 5 o'clock somewhere! Lean back and luxuriate in the Margaritaville state of mind, while you try out the 52 types of signature Margaritas to the backdrop of the Caribbean Sea. The relaxed but lively atmosphere is one of the key reasons people love to visit Margaritaville. Decorated with parrots, sharks, tropical plants, photos of Buffett and his band, and bright, tropical colors, Jimmy Buffett's music plays non-stop on videos and concert footage to create a cheerful, sunny atmosphere suitable for all age groups.



Margaritaville concentrates its food and drink selections on items that are associated with Buffett's music. As fans already know, Buffett loves the Caribbean region and most of the food offered at Margaritaville is typical to the region such as jerk chicken, jerk shrimp and crab cakes. The names of many food and drink items are taken from Buffett's music, including the Cheeseburger in Paradise. Wash it down with a cold draft beer and you have all the makings of the



perfect meal, just like the lyrics to the song suggest. The bar serves up a rainbow tropically-flavoured margaritas and signature 22-ounce bongos of beer.

All three Margaritavilles on the north coast are situated at spectacular oceanfront locations and offer a variety of watersport experiences. While M'ville Mobay boasts a 100 ft water slide which will dump you straight into the beautiful Caribbean Sea right in front of the conveniently anchored water trampoline, M'ville Negril is a great place to rent an oceanfront cabana for the day and chill out in a private lounge right on the resort's famous 7 mile beach. M'ville Ocho Rios's waterslide takes you directly to the pool bar where you can sit and enjoy a tropical concoction, unless of course you prefer to hang out on the white sand beach.

Be as active or as relaxed as you want to be, while you enjoy some of the best foods and drinks anywhere on the island and slip into the Margaritaville state of mind. [www.margaritavillecaribbean.com](http://www.margaritavillecaribbean.com)

A large promotional graphic for Jimmy Buffett's Margaritaville. The background is a tropical beach scene with a palm tree on the left, a blue sky, and turquoise water. In the center, there is a logo featuring a parrot wearing a red and yellow hat, perched on a palm tree. The text 'Jimmy Buffett's MARGARITAVILLE' is written in a stylized font. Below the logo, it says 'MONTEGO BAY • NEGRIL • OCHO RIOS'. At the bottom, it says 'EAT • DRINK • SHOP • FUN' and 'MONTEGO BAY • NEGRIL • OCHO RIOS'. The website 'www.margaritavillecaribbean.com' is listed at the bottom center. On the right side, there are social media icons for Facebook and Twitter with the text 'Find us on Facebook' and 'follow us on twitter'.

# A DIFFERENT CLUBBING EXPERIENCE SEVEN NIGHTS A WEEK

Every night, Margaritaville transforms itself into Club Ville, the hottest nightclub scene on the north coast, by creating new and captivating party backdrops on the beautiful Jamaican oceanfront. This novel concept of nightly change has tourists jumping on the party bus to Club Ville, to enjoy different party experiences and vibes at each of the three Margaritaville locations in Montego Bay, Ocho Rios and Negril. An exciting and bold alternative to the routine clubbing experience, Club Ville's ingenuity is paying off as party goers keep coming back for more distinctive, fun evenings featuring a variety of decorations, dress up themes, drink specials and music.



Margaritaville GM Andre Dixon breaks it down for RETV at the Club Ville launch (Photo: Margaritaville)



Margaritaville's Marketing Team at the Club Ville Launch. L-R Neville Scott, Britt Mitchell, Jermaine Wilson, Amanda Lue-Sang, Andre 'Pnut' Brown. (Photo: Margaritaville)

With new nights, new lights, new sounds and a brand new attitude, Club Ville has launched seven new theme nights to create a different experience each night of the week. States Neville Scott, Director of Marketing, "Margaritaville is known as the Caribbean's most legendary party spot in the Caribbean, but we felt it was time for us to freshen up our image and our offering."

Explains Neville, "Club Ville was born out of an understanding that we needed to differentiate our daytime and the nighttime experiences. Club Ville has sort of become the 'alter ego' of Jimmy Buffett's Margaritaville."

To recapture the reputation and mystique as the Caribbean's most legendary night club, the Margaritaville team drew upon their 15 year history as a celebrated party hotspot. "While we've added new experiences, we also looked at things that we had done well in the past, which led to the rebirth of the lingerie pajama party," says the Director of Marketing.

Signature party nights that are luring clubbers back to Club Ville night after night, start with Monday night's GLOW party. Guests wear white clothing which takes on

an ethereal glow under the club's black lights. Tuesday night features the 'Vivacious Bare As You Dare Pajama Party', to which ladies in Lingerie are admitted free of charge. 'My Cup', Wednesdays and 'TGIFridays' are all inclusive 'All You Can Drink' party nights with drink specials featuring Smirnoff Vodka, Appleton Special and Red Stripe Draft, while 'Heineken All-Star Thursday' features green themed decorations and drink specials from Heineken. Party-goers have a good chance of bumping into illustrious personalities at Club Ville's Saturday 'Smirnoff Night Life' while Sunday 'Therapy' is the perfect antidote after a hard weekend of partying.

Scott invites everyone to come and experience the sexy, new Club Ville concept first hand; "Club Ville offers a free roundtrip shuttle service from your hotel to our nightclubs. A new party adventure awaits you each and every night at Jamaica's Party Central number one, so jump on the free hotel shuttle bus to Club Ville, upgrade your social life and live the dream!"

Look out for a string of live performances at Club Ville in Montego Bay and Ocho Rios during the spring. Stay tuned for upcoming performances by Vybz Kartel at Club Ville Mobay and Negril, Mavado at Club Ville Ocho Rios as well as a number of other hot Jamaican acts in March, April, May and June. Join Club Ville's Facebook page to stay up to date with the latest news.



## CLUB VILLE WEEKLY PARTY SCHEDULE



### MONDAYS: GLOW PARTY

Wear white, jump on the party bus and have fun at Club Ville's GLOW bash – an all-white theme party where everything is under black lights. It's also hotel industry night, which means free admission to hotel employees with valid ID. Drink specials: Clock Strikes Pricing on Smirnoff Vodka & Appleton Special: US\$2.25 between 10:00 – 11:00 pm/ US\$3.25 from 11:01 pm and midnight. Cover Charge: Tourists US\$10/ Locals JAS500. Where: **Club Ville Montego Bay and Ocho Rios**



### TUESDAYS: VIVACIOUS 'BARE AS YOU DARE' PAJAMA PARTY

Enjoy Club Ville's 'Bare As You Dare Pajama Party' with free admission to all ladies who dare to show up in their lingerie. Features Go-Go dancers & hot vibes. Cover Charge: Tourists US\$10/ Locals JAS500. Where: **Club Ville Montego Bay**



### WEDNESDAYS: MY CUP ALL YOU CAN DRINK PARTY

Mid-week, it's time for an 'All You Can Drink' party night which includes as much Smirnoff Vodka, Appleton Special and Red Stripe Draft you can drink. Hip-hop, Reggae, R&B, Dancehall and House music. Cover Charge: Tourists US\$24.95/ Locals JAS 1,000. Where: **Club Ville Montego Bay and Ocho Rios**

### THURSDAYS: HEINEKEN ALL STAR & LADIES NIGHT

Don't miss Club Ville's Heineken All Star & Ladies' Night which features green themed decorations. Drink specials include Heineken and other selected drinks for US\$3.25. Free admission for local ladies before midnight. Cover Charge: Tourists US\$10/ Locals JAS500. Where: **Club Ville Montego Bay**

### FRIDAYS: TGIF ALL YOU CAN DRINK PARTY

Thank God It's Friday (TGIF)! Kick off the weekend with an 'All You Can Drink' party night. Price includes as much Smirnoff Vodka, Appleton Special and Red Stripe Draft as you can drink. Hip-hop, Reggae, R&B, Dancehall and House music. Cover Charge: Tourists US\$10/ Locals JAS500. Where: **Club Ville Montego Bay, Ocho Rios and Negril**.



### SATURDAYS: SMIRNOFF NIGHT LIFE

Don't miss the weekly Smirnoff Night Life! With live performances from recognized artists throughout the spring, nothing beats the vibe of Club Ville's Saturday bashes. Let your hair down and get in the groove, while you revel to Jamaica's top DJ's in rotation. Saturday is also Club Ville's celebrity evening, so don't be surprised if you bump into someone famous on the dance floor. Concerts series with live performances of big name artists take place the last Saturday of every month. Cover Charge: Tourists US\$10/ Locals JAS500. Where: **Club Ville Montego Bay and Ocho Rios**



### SUNDAYS: CLUB VILLE THERAPY BIKINI PARTY

Sunday is the day for a little Club Ville Therapy, a recovery party evening to which ladies in bikini enter for free. Drink specials: Red Bull & Vodka and Yager Bombs US\$6. Tourists US\$10/ Locals JAS500. Where: **Club Ville Montego Bay and Negril**

# MARGARITAVILLE sets the **NEW STANDARD** with



New Nights, New Lights, New Sound, New Attitude...  
The New **Club Ville!** Powered by Margaritaville



Join the new Club Ville [facebook](#) page for a chance to win **VIP ACCESS**

Free Nightly Shuttles from your Resort. See front desk.

Margaritaville by day,  
**Club Ville by night...**

*The Caribbean's Most Legendary Party Spot*

Margaritaville...  
*The Caribbean's Most Legendary Party Spot*

MARGARITAVILLE'S - ALL WHITE PARTY - EVERY MONDAY

# GLOW

Hotel Industry Night  
Hip-Hop - Reggae - RnB - Dancehall - House

All Hotel Staff FREE with ID

**ROLD** CLOCK STRIKES PRICING: DRINK RED STRIPE BOLD, APPLETON SPECIAL OR SMIRNOFF VODKA FROM 10 TO 11PM - \$2.25 - 11:01 TO MIDNIGHT - \$3.25 - 12:01 AM TO CLOSE - REGULAR PRICE

COMPLIMENTARY PICK-UP & DROP-OFF FROM RESORT PLUS A FREE SWIRT COVER CHARGE AT THE DOOR

Hip Strip, Montego Bay

THE MOST FUN YOU CAN HAVE WITH YOUR PAJAMAS ON

Margaritaville...  
*The Caribbean's Most Legendary Party Spot*

# Vivacious

*Base as your dare*

Thursdays

Margaritaville's - Lingerie & Pajama Party - Every Tuesday

FEAT. - THE MARGARITAVILLE GIRLS, GO GO DANCERS & HOT VIBES

COMPLIMENTARY PICK-UP & DROP-OFF FROM RESORT PLUS A FREE SWIRT COVER CHARGE AT THE DOOR

LADIES FREE (Dressed in Lingerie)

Margaritaville Hip Strip Montego Bay Jamaica

Margaritaville...  
*The Caribbean's Most Legendary Party Spot*

YOUR ONLY AYCD MID-WEEK PARTY

# MY CUP

ALL YOU CAN DRINK

Hip-Hop - Reggae - RnB - Dancehall - House

Wednesdays

ALL YOU CAN DRINK: SMIRNOFF VODKA - TRELAWNY GOLD LABEL RUM - RED STRIPE DRAUGHT

COMPLIMENTARY PICK-UP & DROP-OFF FROM RESORT PLUS A FREE SWIRT COVER CHARGE AT THE DOOR

Clearly Original. Clearly Smirnoff. Must be 18 years and older. Enjoy Smirnoff Responsibly.

Margaritaville...  
*The Caribbean's Most Legendary Party Spot*

Heineken

# HEINEKEN ALL-STAR THURSDAYS

Ladies Night

DJ NICCO

Thursdays

BOOTY SHAKING SHOWTIME AT MIDNIGHT

\$3.25 HEINEKEN - \$3.25 SELECT WELL DRINKS

Margaritaville Hip Strip Montego Bay Jamaica

COMPLIMENTARY PICK-UP & DROP-OFF FROM RESORT PLUS A FREE SWIRT COVER CHARGE AT THE DOOR

APPLETON JAMAICA RUM

Margaritaville...  
*The Caribbean's Most Legendary Party Spot*

ALL YOU CAN DRINK FRIDAY NIGHT PARTY

# tgi

fridays

Hip-Hop - Reggae - RnB - Dancehall - House

Friday

ALL YOU CAN DRINK SMIRNOFF VODKA - APPLETON SPECIAL - RED STRIPE DRAUGHT

COMPLIMENTARY PICK-UP & DROP-OFF FROM RESORT PLUS A FREE SWIRT COVER CHARGE AT THE DOOR

Island Village, Ocho Rios - Hip Strip, Montego Bay - Norman Manley BLVD, Negril

Margaritaville encourages you to Drink Responsibly

Margaritaville...  
*The Caribbean's Most Legendary Party Spot*

SMIRNOFF

# NIGHT LIFE

Saturdays

\$3.25 SMIRNOFF VODKA - \$3.75 SMIRNOFF ICE

Island Village, Ocho Rios - Hip Strip, Montego Bay

Clearly Original. Clearly Smirnoff. Must be 18 years and older. Enjoy Smirnoff Responsibly.

COMPLIMENTARY PICK-UP & DROP-OFF FROM RESORT PLUS A FREE SWIRT COVER CHARGE AT THE DOOR

Margaritaville...  
*The Caribbean's Most Legendary Party Spot*

SMIRNOFF

# Therapy

Enjoy the ocean deck and water slide

Sundays

Hip-Hop - Reggae - RnB - Dancehall - House

COMPLIMENTARY PICK-UP & DROP-OFF FROM RESORT PLUS A FREE SWIRT COVER CHARGE AT THE DOOR

LADIES FREE (Dressed in Bikini)

Margaritaville Hip Strip Montego Bay Jamaica

# THE PALMYRA RESORT & SPA LAUNCHES PRIVATE RESIDENCE CLUB



Shown here festively lit, The Palmyra Clubhouse is the perfect place to host an event, dine or simply have a great time (Photo: Heidi Zech)



The striking view from The Palmyra Clubhouse (Photo: Heidi Zech)

**Quickly becoming the hottest place to be on the island's northcoast, The Palmyra is again paving the way for a new and innovative way of ownership at the luxury resort. Adding to its portfolio of real estate products, The Palmyra Resort & Spa has launched a Private Residence Club named "Residences at The Palmyra", offering investors access to the luxury and sophistication at the island's premier beachfront community at a fraction of the cost.**

The upscale fractional product is targeted at people who are looking for a cost effective way to own a second home at Jamaica's most sought after address. "We are introducing this upscale fractional product due to an increasing demand for a more affordable and flexible product offer. "Residences at The Palmyra" offers a savvy way to own a second home at the island's most exclusive community for a certain amount of time per year," says Maurice Aronow, Vice President of Sales & Marketing at The Palmyra Resort & Spa.

Named one of the Top 10 Most Exciting Home Developments in the World by the prestigious Travel + Leisure Magazine, The Palmyra has reignited the island's real estate industry with its upscale residential offer and continues to pave the way with its Private Residence Club. Nestled amid its own private beach and three PGA ranked golf courses, the unique ocean front resort offers residents unparalleled service and an amenity-rich lifestyle featuring exquisite residences designed to exceed the most discerning of expectations. With tropical,

sophisticated interiors in a harmonious fusion of Traditional British Colonial Style, each exquisitely appointed residence presents spectacular views of the Caribbean Sea and The Palmyra's private palm tree lined white sand beach. Says Aronow; "The Residence Club concept is a clever way of ownership which delivers carefree luxury. Our unique concierge program attends to every detail of luxury home ownership, enabling the owner to just relax and enjoy. We take care of everything from A to Z."

One of the fastest growing real estate ownership products in the luxury vacation home market, The Residence Club offers people the opportunity to enjoy the very pinnacle of luxury at a fraction of the outlay, by limiting the ownership to a smaller amount of time. States Aronow; "Not only are Residence Clubs touted as a 'smarter way to own' a second home, they are also one of the fastest growing methods of real estate ownership in the luxury vacation home market."





## OWNERSHIP PRIVILEGES

- Fully furnished luxury condominiums and villas from the US\$500s – US\$4M
- FLOW TV and high speed internet connectivity
- Private, palm tree-lined white sand swimming beach
- Two swimming pavilions
- Clubhouse with ballroom and extensive meeting space
- Elegant or relaxed dining at four on-site restaurants
- 30,000 square-foot world-class destination ESPA
- State-of-the-art fitness centre
- Personal Attendants, Concierges and Chefs
- Golf privileges to 54 holes at Rose Hall's top three courses
- Full service property management and voluntary rental program
- Competitive mortgage financing available
- Whole ownership and fractional ownership

Call Jamaica Toll Free: **1 888 PALMYRA (725-6972)** or **953-9787**. Visit The Palmyra Sales Centre in the Palmyra Clubhouse, adjacent to the Ritz-Carlton® and only a mile from Half Moon Resort. FREE TRANSPORTATION can be arranged.

**FOR MORE INFORMATION VISIT [WWW.THEPALMYRA.COM](http://WWW.THEPALMYRA.COM)**



Hobi Cats and kayaks offer fun water sport options at the palm tree lined white sand beach (Photo: Heidi Zech)

Championship golf only minutes away from The Palmyra, shown here, a view from the White Witch (Photo: Heidi Zech)

Eight years ago, RCI, the worldwide leader in vacation exchange and European vacation rentals recognized the emergence of a new type of luxury leisure market, resulting in the launch of The Registry Collection. Operated as a division within RCI since 2002, the industry's first luxury global exchange network product now serves more than 30,000 member families.

As an added benefit, The Palmyra Resort & Spa has recently joined the upscale The Registry Collection, giving owners of fractional ownership at "Residences at The Palmyra" the ability to exchange to more than 175 destination properties in nearly 30 countries on 6 continents.

For more information, email [maurice@thepalmyra.com](mailto:maurice@thepalmyra.com) or call +1 876 953 9787



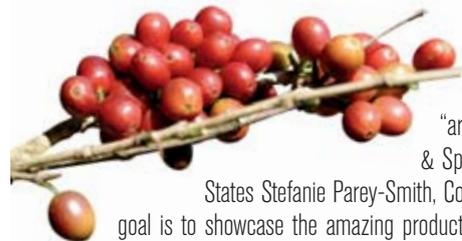
Jamaica's irresistible charm and artful expression through its music and people has made her a preferred destination for affluent travelers in recognition of her unique personality. The combination of the island's most exclusive community and its uniqueness as a destination makes for a winning combination.

Owners are deeded a 1/13th portion of a specific residence with all the rights and privileges of a regular real estate purchase, meaning that they can use it, lend it, bequeath it, rent it or sell it. "Our Private Residence Club offers owners the security of fully deeded real estate, flexible reservation privileges and maintenance free living with all the services and amenities of The Palmyra Resort & Spa," finished Aronow. A select number of residences are still available for whole ownership.

## "LUXURY AND SOPHISTICATION AT A FRACTION OF THE COST."

# SUGAR & SPICE TRADING COMPANY

Showing the best in seasonal and exotic food delights from Jamaica, Sugar & Spice Trading Company is a gourmet twist on an old fashioned general store. With vibrant colors and interiors, interspersed with objects that feature old times of trade and export, the look and feel of the new MoBay gourmet shop is one of a trading spot with the highlight on food.



Another new addition to the Rose Hall area, Sugar & Spice Trading Company has now opened its doors at The Palmyra Resort & Spa Clubhouse. With the tag line "artisan crafted, seasonal, farm fresh, exotic delights," Sugar & Spice offers customers gourmet fare with a Jamaica twist.

States Stefanie Parey-Smith, Commerce & Merchandising Director for The Palmyra; "Our goal is to showcase the amazing products and artisan items Jamaica has to offer, while making sure we cater to both locals and tourists who are looking for gourmet items along the Gold Coast."

Sugar & Spice's product lines highlight several well known Jamaican products such as Appleton Rum, Red Stripe, Busha Browne, Belcor Honey, Jablum Coffee as well as many more special finds from the island's bounty. Serving coffee, tea, juices, sandwiches, and salads, Sugar & Spice's management hopes the spot becomes a gathering place for people to meet, have a coffee and a bite to eat in a relaxing atmosphere. Explains Parey-Smith; "We will be playing on the trading company theme throughout our store by offering limited tastings and specials, which will be marketed on our website as the items become available."



Visit [www.sugarandspicetradingcompany.com](http://www.sugarandspicetradingcompany.com) and sign up for the Sugar & Spice newsletter to stay up to date with exclusive tasting events, specials, discounts and more. Or better yet, stop by Sugar & Spice at The Palmyra Resort & Spa daily from 8:00 am - 8:00 pm.



**BUY ONE COFFEE  
GET ONE FREE**

VISIT US AT THE PALMYRA RESORT & SPA CLUBHOUSE  
OPEN DAILY FROM 8AM - 8PM

Coupon valid on small drip coffee only. Coupon must be present at time of purchase. Only one coupon per customer.  
Offer valid April 15 - May 1, 2011.



*Sugar & Spice Trading Company  
welcomes you to embark on a sensory  
journey exploring artisan-crafted goods, local  
traditions, exotic delicacies & seasonal delights.*

**PURVEYORS OF ARTISAN-CRAFTED, SEASONAL,  
FARM FRESH, EXOTIC DELIGHTS.**





## FOR A VACATION OR FOREVER - THE CHOICE IS YOURS

Come and see for yourself what luxury island living is all about! Get a taste of Jamaica's most fashionable enclave, located in the heart of Rose Hall, Montego Bay. The Clubhouse Sales Center is open daily from 8:30 am - 5:30 pm.



CALL US TODAY FOR DETAILS ON OWNING OR FOR HOTEL RESERVATIONS!

1.876.953.9787 Jamaica Sales Center  
Toll-Free: 1.888.Palmyra (725.6972) Jamaica only  
1.866.680.4741 U.S. only  
[www.thepalmyra.com](http://www.thepalmyra.com)

1.876.632.8000-5 Jamaica Hotel Reservations  
1.855.589.5899 U.S. Hotel Reservations  
[www.thepalmyrasolis.com](http://www.thepalmyrasolis.com)



# EXERCISE: THE PATH TO A BEAUTIFUL BODY

The leading corporate & celebrity personal trainer in Jamaica, Christopher Clarke is his own best advertising for the fitness regime he follows. Passionate about health and wellness, Clarke is reputed for his ability to help his clients get in shape. The one man fitness wave, who has become the preferred choice for individuals wanting to incorporate fitness routines into their hectic schedules, takes pleasure in using the beautiful scenery of Jamaica to keep workouts interesting and enjoyable. Aside from the corporate elite of Montego Bay, Clarke's impressive client roster includes reggae superstar Jimmy Cliff, dancehall singer Ce'Cile and Jamaican actor and singer Peter Lloyd.



Technical instruction to avoid injury is one of the many benefits of a personal trainer (Photo: C. Clarke)

Clarke's workout routines are endorsed by a string of faithful local followers as well as visitors and celebrities who hire the personal trainer to help them stay in shape during shorter stays on the island. Explains Clarke; "I put together programs that are adapted to the individual's needs, whether their objective is weight loss, body sculpting or simply staying in shape."

Extremely result oriented, the fitness professional takes pride in making his clients look and feel good, by helping them to adapt healthy exercise and nutritional habits into their daily lives. Clarke puts together individual training programs and nutritional recommendations for each client, depending on their objectives. Says the fitness expert; "The most important thing to me is that my clients accomplish their goals."

In addition to providing motivational support and proper technical instruction, the get-in-shape-guru keeps records of his clients' exercise sessions to help monitor progress, and advises his clients on how to modify their lifestyle outside of the gym to improve their overall health. Explains Clarke; "The benefit of a personal trainer lies in several areas. Aside from benefiting from expert advice and a tailor made fitness program, which ensures efficient workouts, there is great value in the encouragement of a personal trainer who can help you stay focused on your goals while still making exercise enjoyable."



Working out with reggae legend Jimmy Cliff (Photo: C. Clarke)

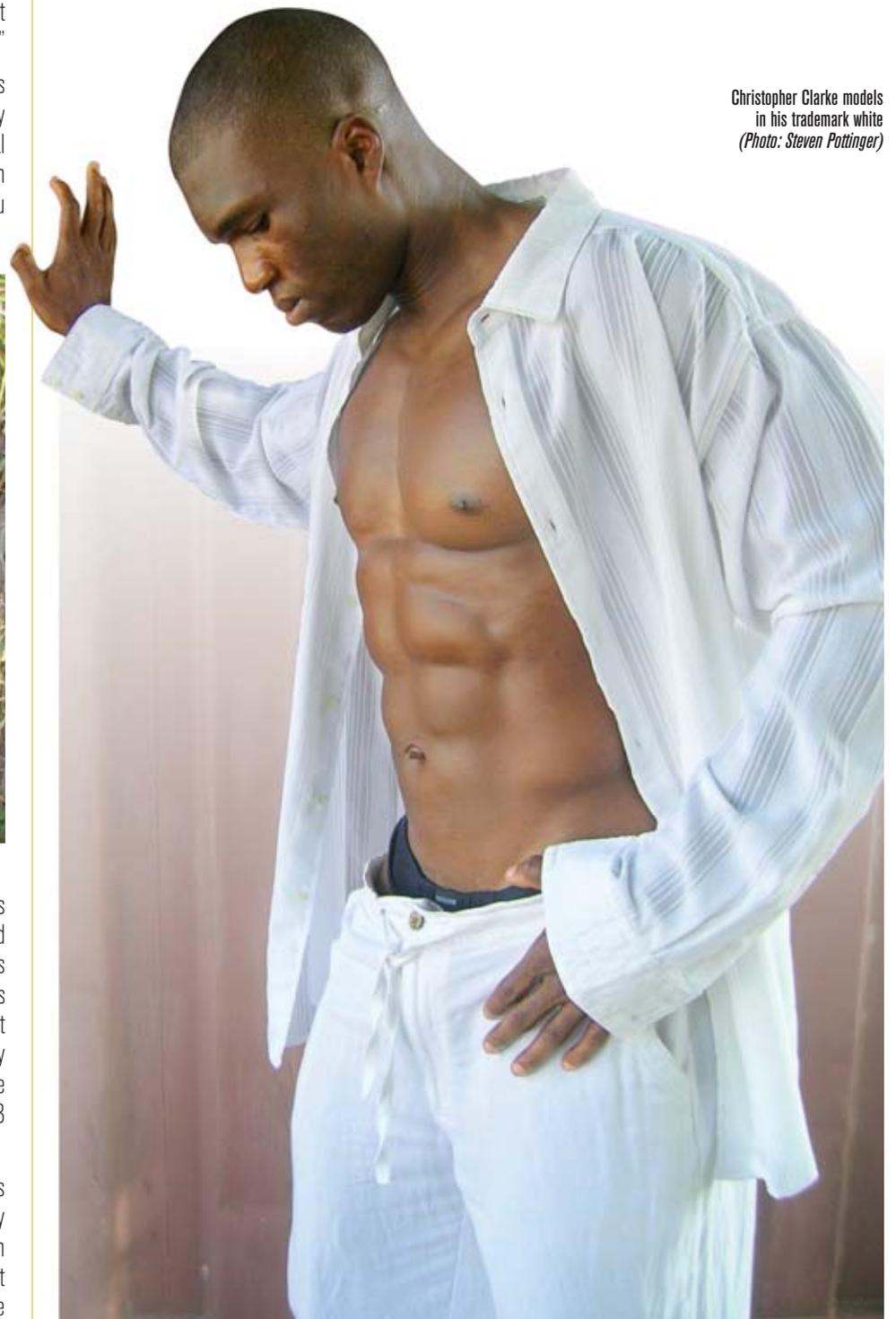
With his striking physique, the 6.1 foot Kingstonian is a great endorsement for the benefits of a good fitness regiment and a healthy lifestyle. A certified Personal Trainer and Group Fitness Trainer, AFAA (Aerobics and Fitness Association of America) as well as a certified Nutrition/wellness consultant AFPA (American Fitness Professionals & Associates), Clarke has a multifaceted repertoire which he pulls from and adapts to each client's requirements. He also knows how to get results for his clients without putting them through the agony of a boot camp and has gained a reputation as a personal trainer with a no-nonsense, efficient approach. The steadily growing number of happy, healthy clients who are willing to pay top dollar for his expertise, provides ample proof of his ability to deliver what his devotee's want. Explains Clarke: "My service consists of 1/3 exercise, 1/3 diet and 1/3 motivational and inspirational support."

The personal trainer decided to follow his passion for fitness after numerous years in corporate Jamaica. His first experience with the health & fitness industry started in the Spanish speaking department of a subsidiary of LA-based company '24 Hour Fitness' a decade ago, giving advice and selling memberships to non-English speaking gym members. While subsequently working at internationally renowned printing company Vistaprint Ltd, where he was recognized for his fast, friendly & dedicated service, Clarke started training the corporate

management of the company. The experience he gained in customer service from his time at both corporations has been an important key to his success. Combining his professional attitude to service and extensive knowledge in the area of fitness, Clarke has created a platform from which he has been able to firmly establish himself as the leading personal trainer in Jamaica.

The exercise professional has recorded several fitness programs with his client columnist, author, talk show host and lecturer Dr. Tony Vendryes, the leading holistic and wellness expert in Jamaica, who refers to him as the country's "number one personal trainer". He regularly works with famous local personalities including reggae superstar Jimmy Cliff, dancehall singer Ce'Cile and Peter Lloyd, one of Jamaica's most successful actors and member of the prestigious Screen Actor's Guild of America. While Peter Lloyd credits Clarke with "transforming my health and my body, both internally and esthetically", singer Ce'Cile describes his workout as "totally awesome".

After several years working from a local gym, Clarke now practices freelance, offering personal training at client's homes or workouts with visitors staying at various resorts in the Montego Bay area. With the popularity



Christopher Clarke models in his trademark white (Photo: Steven Pottinger)



With the ladies from one of Clarke's group fitness classes (Photo: C. Clarke)

of personal training outdoors on the rise, paving the way for more creative ways to exercise, Clarke takes full advantage of Jamaica's unique backdrop to create spectacular workouts. He explains; "I like to take advantage of the scenery and climate that Jamaica has to offer to help clients take their minds off their workouts."

To ensure exercise routines don't get monotonous or tedious, Clarke uses the island's environment to switch up his client's workouts. States the trainer, "For cardio vascular exercise, a walk or run along the golf course to the picturesque views of waterfalls and beautiful scenery is a great way to make exercising enjoyable. One of the most unique things Jamaica has to offer is the Caribbean Sea, - water is a great way to switch up workouts and make them more efficient. Training in water also burns more calories, so I often use the ocean or pool for Aquasize or Water Aerobics." The trainer often uses the beach for strength drills, boxing gloves outside or does stretching exercises to the sound of the waves and views of the ocean.



Offering instruction to a client (Photo: C. Clarke)



Working out with author, talk show host and lecturer Dr. Tony Vendryes (Photo: C. Clarke)

Says New York based Kristi Henderson, a PR professional who trains with Clarke when she visits Jamaica every few months; "I really appreciate the variety that Christopher offers in his workouts. I have a tendency to get quickly bored with exercise routines, but he keeps it new and fresh each day. He does not confine my workouts to a gym and if it is nice outside, he will suggest walking or running outside and doing exercises on the beach."

Clarke's ability to adapt to his clients' schedules is an essential element to the many celebrities and business owners who use his services to stay fit in the middle of hectic lives. Hence, his aptitude to deliver efficient workouts at the client's convenience has become Clarke's trademark and the goal oriented trainer prides himself in making his clients get fit in record time. Says Lester Scott, General Manager at The Palmyra Resort & Spa, who works out with Clarke on a regular basis; "Chris' clients are walking advertisements! He really takes pride in you looking good, and helps you accomplish your goals whether it is to lose weight or to tone up." The hospitality professional credits the trainer with a multifaceted approach which has helped him achieve his target weight and generally tone up in a mere 6 weeks.

Practicing what he preaches, Clarke doesn't smoke or drink and lives a healthy lifestyle, which is clearly evidenced from his amazingly perfect physique. His impressive frame and handsome face have landed him on calendars, T-shirts, key chains and corporate ads, and his appearance on the catwalk of Caribbean Fashion Week has been featured in the national newspapers. Recently, the fitness guru had the ladies whistling at his beautiful body and fabulous six-pack at a Montego Bay fashion show.

If you would like to take advantage of the benefit of a personal trainer, whether for shorter or longer periods, Clarke is available at tel. +1 876 894 3255 or by email: [transcaribcc@yahoo.com](mailto:transcaribcc@yahoo.com). His services include personal training, nutrition counseling, fitness assessments, group fitness and training as well as motivational support.



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# ALICE IN WONDERLAND CARNIVAL AT ROUND HILL

A record-breaking 330 participants including socialites, ambassadors, celebrities and business leaders from the United States, Europe and Jamaica gathered at the world-renowned Round Hill Hotel & Villas on February 19, 2011 for a weekend of festivities to raise money for Hanover Charities. The largest charitable organization in Western Jamaica, funds generated from the weekend will go towards several initiatives in Hanover parish.



Sugar Cane Ball Co-Chairs Candace Hart and Violet Lewis. Josef Forstmayr, MD of Round Hill in the background (Photo: Stanford Brown)

Located in the Hanover Parish, Round Hill Hotel & Villas has been a major supporter of Hanover Charities. Founded in 1957, Hanover Charities plays a major role assisting in a wide range of projects for young and old citizens its home parish. The organisation's main annual fundraising event, the Sugar Cane Ball, has taken place at Round Hill every year since the charity's inception and with festivities evolving into ever more spectacular affairs over five plus decades, the 2011 event was no different.

Chaired by Katrin Schafelner-Casserly of Hanover Charities, this year's Sugar Cane Ball was co-chaired by Candace Hart and Violet Lewis under the theme "Alice in Wonderland." Hosted by "Mad Hatter" Josef Forstmayr, the Managing Director of Round Hill, guests arrived decked out in festive party attire and enjoyed classic Jamaican cocktails as they danced the night away. This year's silent auction items included a visit to the set of NCIS with actor Michael Weatherly and shoes from famed designer Vanessa Noel.

Round Hill's devotees of world leaders, cultural icons and Hollywood A-listers flew in en masse to support the annual

Funds generated from the weekend's events will go towards several initiatives, including the implementation of programs aimed to strengthen reading and computer skills in several communities and the provision of scholarships to local students in the parish. Other projects to be funded include soup



Ralph Lauren, David Lauren, Lauren Bush and Ricky Lauren (Photo: Stanford Brown)

kitchens and health clinics and the distribution of basic necessities to the disabled and the elderly. "Round Hill is delighted to work with Hanover Charities to raise money for their incredible charitable efforts," said Josef Forstmayr, Managing Director of Round Hill. "Through their work, our gracious guests and friends are able to play a role in changing the landscape of Jamaica and making a difference in the lives of those in need."



The Honourable Genevieve Brown Metzger, Jamaican Consul General to New York; Pamela Bridgewater, U.S. Ambassador to Jamaica; Minister of Tourism Edmund Bartlett, NCIS actor Michael Weatherly, socialite Ivana Trump and Liz Brewer. (Photo: Stanford Brown)



Lennox and Violet Lewis surrounded by friends (Photo: Stanford Brown)

fundraiser. Notables attending these events included Ivana Trump, actor Michael Weatherly, fashion icons Ralph and Ricky Lauren, Bob and Veronique Pittman, business tycoon Chris Blackwell, current US Ambassador to Barbados Mary Ourisman, former U.S. Ambassador to Jamaica Brenda La Grange Johnson and her husband Howard Johnson, U.S. Ambassador to Jamaica Pamela Bridgewater and her husband Reverend Russell Awkard, Mexican Ambassador Leonora Rueda, Spanish Ambassador Celsa Nuno, Daisy Soros and World Champion Boxer Lennox Lewis.

Round Hill Staff dressed up for Alice in Wonderland. (Photo: Stanford Brown)



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Minister of Agriculture Christopher Tufton, Theresa Roberts, Paula Kerr-Jarrett and world champion boxer Chris Eubank (Photo: Stanford Brown)



Reverend Awkard and wife Pamela Bridgewater, US Ambassador to Jamaica (Photo: Stanford Brown)



Co-Chair Candace Hart, Chairperson Katin Casserly and Josef Forstmayr, the Managing Director of Round Hill (Photo: Stanford Brown)

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# 'FARM TO TABLE' DINNERS IN ST. ELIZABETH

In sync with worldwide trends, the organic movement in Jamaica is spreading its wings throughout the country. Promoting organic, sustainable agriculture to farmers, hotels and homeowners through her company Banana Tree Consulting, Liz Solms is also using her expertise to creatively market fresh farm food from the Pedro Plains area in St. Elizabeth parish. In collaboration with Island Outpost's Treasure Beach property Jake's, her romantic 'farm to table' dinners in the hills of Jamaica to the backdrop of breathtaking scenery are becoming all the rage.



Gourmet dinner in the middle of the fields of Jamaica's 'breadbasket' St. Elizabeth (Photo: Contributed by Liz Solms)

Perhaps it was a childhood firmly rooted in the urban environment of Philadelphia that compelled Liz to adventure deep into the bush and the mountains, in search of the island's most natural and time-honored ways to grow crops. Drawing on previous experience working for international organizations that promote sustainable agriculture, Liz established the 'Treasure Beach Ital Farmers Association' with local farmers in the parish of St. Elizabeth, training the 4 founding farms in organic production, marketing, and distribution.

Through Banana Tree Consulting, Liz offers assistance to villas, hotels and commercial farms that wish to establish organic on-site gardens. Her expertise includes everything from the development of infrastructure to connection to the local supply chain of organic produce. Defined as food grown in harmony with nature without the use of synthetic or chemical fertilizers, on land that has been absent of chemicals for a minimum of 3 years. Jamaica's organic food is certified by Jamaica Organic Agricultural Movement (JOAM), a voluntary organization. Recognized in Europe and Britain, JOAM promotes much stricter standards than are applied in the US, where food only needs to be 70% organically grown to achieve organic certification.

According to the agricultural expert, her greatest pleasure comes from providing small farmers with a viable market, while enhancing a hotel's menu with beautiful, local produce. On any given day, you may find Liz up to her waist in a cassava field reasoning with a local farmer, or perhaps gardening shoulder to shoulder with a villa's gardener, teaching the tricks of the organic trade. Today, Liz lives and works with three farms in the fruitful area of St. Elizabeth, a parish that she knows like the back of her hand. Affectionately called the 'breadbasket' of Jamaica, the region has rightfully earned its name due to the fact that a lot of the island's produce is grown here.

Working with farmers, the idea of hosting farm dinners seemed to be a natural evolution. The fact that Jake's, one of Island Outpost's boutique hotels located on Treasure Beach, purchases its produce from small organic farms in St. Elizabeth, created the perfect match. In collaboration with Jake's, Liz first introduced 'farm to table'

A sustainable agriculture advocate, Liz Solms came to Jamaica in 2005 in order to establish the island's first organic farmers cooperative after receiving a prestigious grant from California's 'Foundation for Sustainability and Innovation'. An accomplished Chef with a minor in Caribbean studies and a culinary degree in community food education from Heifer International, the Pennsylvania native arrived on the island ready to take on the challenge of promoting and refining sustainable agriculture practices.

Perhaps it was a childhood firmly rooted in the urban environment of Philadelphia that compelled Liz to adventure deep into the bush and the

dinners for people in Jamaica as a celebration of local farming, produce and cuisine. Explains Liz, "We want to bring people back to the source of the food, where it comes from and at the same time teach people the art and science of organic growing."

Set on a small farm in the hills of St. Elizabeth, 10 minutes down the road from Jake's, the scrumptious feast starts with appetizers and cocktails whipped up from the farm's very own fresh fruit at 5:30 pm. Dinner is served under a large mango tree, on an elegant white linen table surrounded by lanterns placed in the middle of a field, bordered with curling vineyard-like rows of yam vines. Starting at 6:30 pm, dishes such as penne with fresh lime basil, local goat cheese crostini and chicken with dill yogurt sauce are served family-style in large bowls for up to 35 persons.

All meals are prepared using organic ingredients and paired perfectly with exquisite wines, provided by experts like Caribbean Producers Jamaica. "The meal consists of four courses including the appetizer and offers options for both vegetarians and meat lovers," explains Liz. The plan is to invite celebrity chefs and wine sommeliers to



Liz Solms in the garden (Photo: contributed by Liz Solms)



An organic farm in the Pedro Plains region (Photo: contributed by Liz Solms)

the dinners and host honey experts for the tasting of their locally produced fare. With no electricity at the farm, the romantic atmosphere is emphasized by the sunset, the plethora of lit candles and the old-fashioned kerosene lamps. "Our dinners have a very special vibe and people usually leave having made new friends," comments Liz.

While the farm dinners have received quite a bit of media coverage, the biggest marketing tool has been the island's very effective word of mouth. "We get a lot of Kingstonians, who gladly take the 2 hour drive to St. Elizabeth to join our farm dinners," explains Liz. Held the Saturday of each month that is closest to full moon, farm dinners are planned for April 16th, May 14th and June 11th.

Reserve your farm dinner spot by calling Jake's at 965-3000 or visit [www.islandoutpost.com](http://www.islandoutpost.com). For information about organic farming in Jamaica, visit [www.bananatreeconsulting.com](http://www.bananatreeconsulting.com)



Reserve your place at the farm to table dinner! (Photo: contributed by Liz Solms)

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# A SHOPPER'S DELIGHT

Don't miss the opportunity to get into the shopping groove at one of the many shopping malls around the island. In Montego Bay, you can go wild at The Shoppes at Rose Hall, Whitter Village or Fairview Shopping Centre. Ocho Rios boasts a great variety of shops at the trendy Island Village and several other duty free plazas like the TajMahal, while Negril offers great shopping at the Time Square Plaza. Explore these favorite shopping spots and you are guaranteed to find a unique piece of Jamaica to take home, whether you are looking for watches, jewelry, perfume or souvenirs.

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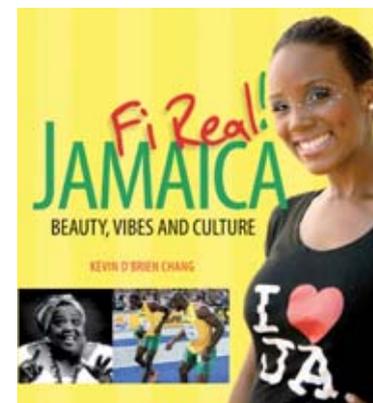
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## JAMAICA FI REAL

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Available at Fontana Pharmacy (Mandeville and Montego Bay), all branches of Sangsters book store, Island Books at Whitter Village in Ironshore Montego Bay, Bryans Bookstore (Ocho Rios and Montego Bay), all Kingston bookshops and online at [www.ianrandlepublishers.com](http://www.ianrandlepublishers.com).



## PATWA APPAREL

The fun 'Patwa' clothing line features Jamaican expressions with an English explanation on T-shirts, tops, shorts, skirts, pants and dresses. Trendsetting among all age groups, expressions on the clothing like Kuh Deh (look there), Nuh Sey Nutten (don't say a word) or Nuh Badda Mi (leave me alone) continue to evoke many smiles. Available in many trendy colours, Patwa provided pieces for Ms. Jamaica World Kerrie Baylis' wardrobe when she represented the country in South Africa. Setting off a patriotic clothing trend, the line has been featured on local television programmes such as Smile Jamaica and CVM at Sunrise as well as in the popular Flair Magazine within the Daily Gleaner.



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The collection is available at many stores island wide including Things Jamaican (Norman Manley Int'l Airport, Errol Flynn Marina and Devon House), Fi Wi Brandish (Norman Manley Airport), Casa de Xaymaca (Norman Manley Int'l Airport), Reggae Vibes (Sangsters Int'l Airport), Breezes, Hedonism II resorts, Fontana Pharmacy (Mandeville) and online at [www.patwaapparel.com](http://www.patwaapparel.com). tel: 849-2571.



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# MONTEGO BAY'S NEW WHITTER VILLAGE

Recently opened, the Whitter Village is a welcome addition to the Montego Bay's area shopping. Located in Ironshore, right off the North Coast Highway on the eastern side of the island's tourist capital, the brand new shopping centre is easily identified by its signature landmark Clock Tower. With its theme of a traditional Jamaican town centre, featuring a beautifully landscaped Village Square and a Main Street, the brand new mall has quickly established itself as the place to shop, dine, meet friends and chill.



Appealingly designed and decorated with a spectrum of colours, roof lines and materials, renowned Kingston architect Clifton Yap has skillfully captured a town like feel that reflects Jamaica's rich heritage. The architect, who has built many of the island's buildings including the Sovereign Centre in Kingston, Doctors' Cave Bathing Club and the Secrets Hotel, has achieved his goal of creating a premier shopping centre for visitors.

Catering to a mix of businesses, the variety of shops includes a number of souvenir and gift outlets, shoes and clothing stores, such as 'Shoe Fetish' and 'Miami Vibe', electronics stores 'Tech City' and 'Watt's New', 'Island Books and Beyond' for books and magazines. While the 'Treasure Hunt Gaming Lounge' offers patrons entertainment, the village is also home

to an ophthalmologist, a great supermarket with bakery, a well equipped pharmacy and a beauty supply store.

Restaurant options include Italian, Jamaican and a soon-to-come Indian restaurant, a coffee shop, a buffet restaurant, a vegetarian and ice cream & pastry parlour. States owner Angella Whitter, "Our aim is to have a nice food court and a children's play area at the eastern side of the property in the near future, so that families can come and have a good time."

The successful business woman who developed the shopping village together with her husband, real estate mogul Joe Whitter, revealed that sought after outlets such as 'KFC' and the 'Payless Shoes Source' are set to move into their spaces soon.

Poised to become the most unique shopping experience in Montego Bay and its environs, the aim of the Whitter Village is to be the island's #1 experience, fully satisfying its customers, catering to both locals and tourists. This goal is already becoming a reality, go see for yourself. Visit Whitter Village in Ironshore, Montego Bay.



  
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# PURE, ORGANIC MARLEY COFFEE

The first and only organic coffee on the island, Marley Blue Mountain Coffee is the latest and greatest addition to the great Jamaican coffee offerings. Started by Rohan Marley at a small coffee farm in Portland 12 years ago, the venture has come full circle culminating in a pure and natural "Ital" product inspired by the Rastafari way of life. The sole distributor of organic Marley Coffee on the island of Jamaica, Brew Brothers Ltd joined Marley Coffee in 2010 to bring this unique product onto the international market.



Rohan Marley on his 52-acre coffee plantation (Photo: Marley Coffee)

The Marley name will always bring with it a certain mystique and fascination, as inevitably, there always is an interesting story to be discovered behind any endeavour pioneered by the Marley family. A vision inspired by Rohan Marley, the son of the late Bob Marley, Marley Coffee is no different. His journey into the discovery of coffee began in Ethiopia; "I never used to drink coffee until I traveled to Ethiopia, where they drink a lot of coffee. Once I tried the Ethiopian coffee, I got hooked. Back in Jamaica, I was inspired by all the small coffee roasters dotted along the roadside in the Blue Mountains."

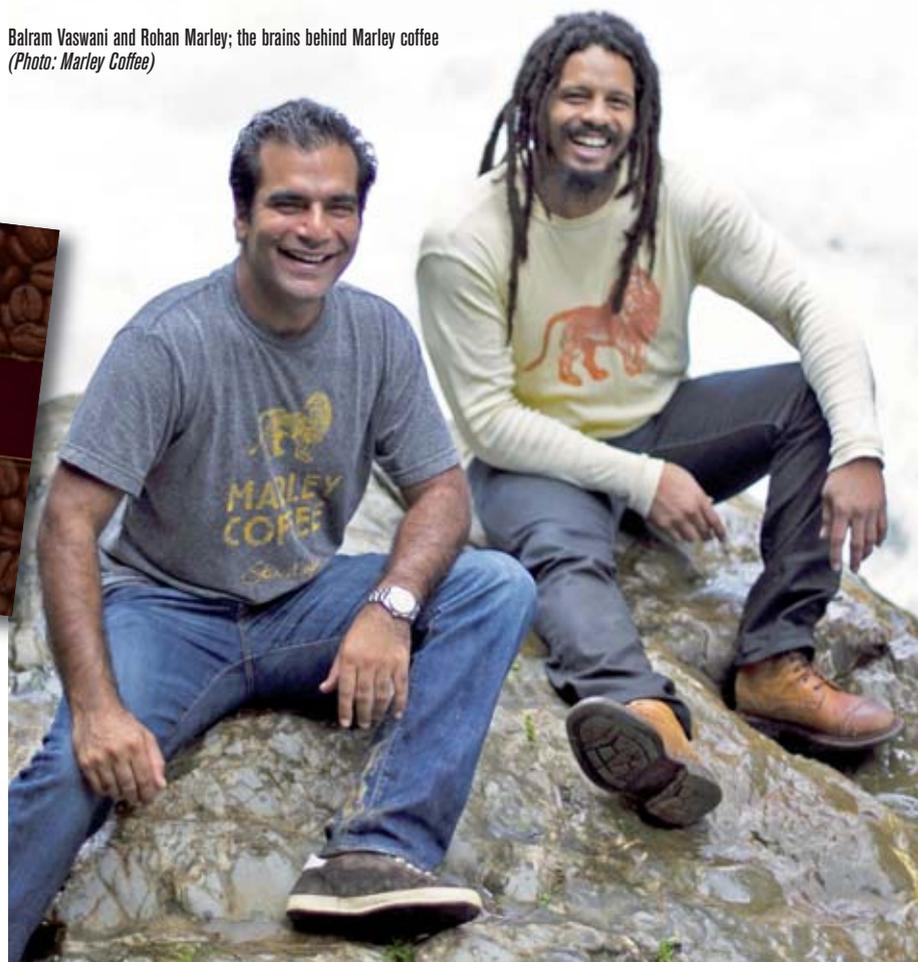


After purchasing the idyllic 52-acre property with its quaint cottage and flowing river in Chepstowe, Portland more than a decade ago, Rohan discovered that the property had once been a coffee farm through conversations with local farmers. Aiming to resurrect the coffee farm and provide opportunities and jobs to the local community, Rohan set out to accomplish his goal of producing organic coffee.

Explains the coffee farmer; who lives by the Rastafari principles of natural living and stays true to the 'movement of love, peace and unity'; "One of my main aims is to make sure that the lives of the local farmers are properly taken care of."

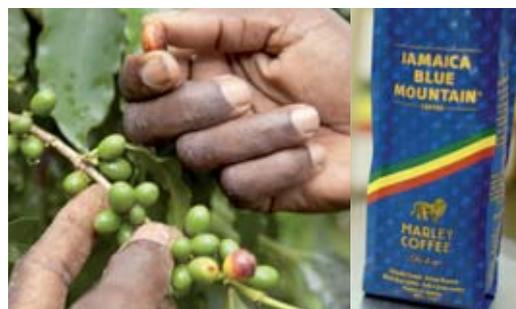
It took the Marley family 12 years to acquire the organic certification allowing them to offer the most pristine coffee in Jamaica. Produced according to the pure and natural 'Ital' way, a word derived from the English word 'vital', the primary philosophy of an 'Ital' diet is to increase the life - or 'Livity' - energy that the Rastafari

Balram Vaswani and Rohan Marley; the brains behind Marley coffee (Photo: Marley Coffee)



movement believes resides within all of us. Rohan, who pays farmers twice the average wage, decided that his farm would not use pesticides and follow the 'Ital' way of natural farming. Explains Rohan; "My goal was to get the coffee certified as organic in Jamaica and then the United States."

In 2010, Marley Coffee officially joined the other elite Jamaican Blue Mountain companies licensed to sell Blue Mountain Coffee. Says Balram Vaswani, CEO of Marley Coffee; "Marley coffee is a great marriage of two brands which both hold their own legacy." Marley Coffee Farms received their organic license from the Jamaica Organic Agricultural Movement and USDA organic status in 2011.



Organic coffee beans (Photo: Marley Coffee)

Rohan's aim is to operate a sustainable farm in the community; "I love my father very much and would like to carry on his legacy with the creativity he passed onto all of his children. I have used my talent to make Marley Coffee and, in my own way, make the world a better place."

In line with the late reggae icon's love for football, Marley Coffee has also established the 'Kicks for a Cause' charity. Explains the social entrepreneur; "The goal of our Foundation is to build soccer fields and run soccer camps for children in coffee-producing communities around the world. With a little bit of direction, they can turn around their lives."

The spokesman for all of the Marley family's business entities, Rohan plans to open a Marley Coffee House which will showcase the Marley family history and the organic movement in Jamaica. Marley Coffee will also be releasing a new, all handpicked Grade 1 Jamaica Blue Mountain Coffee in the next few months called "Top Rankin". All the coffee beans are small batch roasted to ensure utmost quality. Explains the coffee producer; "Our father taught us to make dreams a reality, 12 years ago I wanted to get into the coffee business and here I am today."

Marley Coffee can be found in the US and Canada at Whole Foods, Dean & DeLuca, Sobey's and many Mom and Pop stores all throughout North America. To find Marley Coffee on island contact Brew Brothers at 876-953-3404 or visit [www.brewbrotherslimited.com](http://www.brewbrotherslimited.com)

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# EXCELLENT LUXURY SHOPPING

Jamaica offers an excellent variety of duty-free stores such as Casa de Oro, Tropicana, Bijoux, Jewels & Time and Jewels in Paradise, where you can find exceptional bargains on brand jewelry, leather goods, sunglasses, perfumes and much, much more. Browse around for that special luxury item or great pieces of jewelry that carry the memories from your dream vacation, at prices up to 30% less.

## GRAND CARRERA CALIBRE 36 RS2 CALIPER CHRONOGRAPH T12 EXCLUSIVELY AT CASA DE ORO



The GRAND CARRERA CALIBRE 36 RS2 is resolutely virile and ultra high-tech. On the inside beats the COSC-certified TAG Heuer Calibre 36 RS automatic chronograph movement with two rotating systems, visible through a handsome case back in smoked sapphire crystal. The jet black chassis and bodywork are made of grade 2 Titanium (Ti2), an ultra-resistant and biocompatible pure metal twice as light as steel.

## THE TAG HEUER AQUARACER 500M EXCLUSIVELY AT CASA DE ORO

Resolutely masculine in design, the AQUARACER 500M series are lifestyle timepieces for men seeking the ultimate in authenticity. High-performance and wearable anywhere and for any purpose, the design line redefines the codes and conventions of luxury Swiss watch-making. Our favorite piece of the collection is the AQUARACER 500M CALIBRE 5, a high-tech, high-performance diving instrument made to last forever which boasts a steel bracelet and a 43mm diameter, black dial in brushed 18K rose gold.



The two items (left) are available at Casa de Oro, located at The Shoppes at Rose Hall tel: 953-9755 in Montego Bay. In Ocho Rios at Tajmahal Shopping Centre tel: 974-9341 and Island Village tel: 675-8998 and in Negril at Time Square Plaza tel: 957-4922. [www.casadeoro.com](http://www.casadeoro.com)

## BALL FIREMAN NIGHT TRAIN EXCLUSIVELY AT JEWELS & TIME



Inspired by the rugged exploration spirit of Harley-Davidson riders, the official American railroad watch manufacturer BALL has recently launched the BALL FIREMAN NIGHT TRAIN. This exceptional black night watch features more than 60 micro gas tubes illuminating every second marker. For superior scratch resistance and longevity, the 43mm black case is constructed of stainless steel coated with Diamond-Like Carbon (DLC). Based on a vintage military watch that has been refined by BALL designers, the case profile is fitted to the wearer's wrist for greater comfort. The matt black dial reveals a white UTC (Zulu Time) window with a date window, while the white-tipped sword hands clearly mark the time. A truly tough timepiece, the FIREMAN NIGHT TRAIN is shock resistant up to 5,000 Gs

and water resistant up to 100m. It is a one-of-a-kind military timepiece for the modern era.

Also available with white dial with steel bracelet, black dial & DLC case with rubber strap and black dial & DLC case with leather strap.



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## ASTROLOGICAL GUIDE TO GEMSTONE COLORS

Colors have a powerful effect on how you feel and how others respond to you. Follow our astrological color guide to find the perfect color to suite your unique personality and style!

- Aries: Red
- Taurus: Pale Pink, Green, Blue
- Gemini: Yellow
- Cancer: Silver, Metallic blue
- Leo: Golden Yellow, Orange
- Virgo: Navy Blue, Chocolate
- Libra: Pink, Green, Blue
- Scorpio: Maroon, Blood Red
- Sagittarius: Royal Blue, Deep Purple
- Capricorn: Grey, Dark Green
- Aquarius: Turquoise,
- Pisces: White, Silvery Green, Blue

A **FREE TOPAZ GEMSTONE** awaits you just for trying on any piece of jewelry from the CARIBBEAN TOPAZ collection at Jewels & Time Duty Free stores.

### CARIBBEAN TOPAZ

EXCLUSIVELY AT JEWELS & TIME

Topaz is prized throughout the world for its hardness, clarity and ability to provide strength, protection and vision. Seen as the crystal of truth and forgiveness, it is a symbol of chastity, happiness, true friendship and hope. Many believe that it helps people find their true purpose and destiny.

Inspired by the colors of the region, CARIBBEAN TOPAZ has created a unique collection of fine jewelry featuring topaz gemstones in a rainbow of colors. Set in 14 karat white or yellow gold as well as silver - rings, pendants, earrings and bracelets - the CARIBBEAN TOPAZ jewelry collection is available in: Tropical Green, Ocean Blue, Pink Passion, Canary Yellow, Garden Green and their latest addition Lavender Orchid. The most popular gemstone - Tropical Green Caribbean Topaz - poses a breath-taking keepsake from your visit to the Caribbean.



A certificate of authenticity and special care instruction accompanies all genuine CARIBBEAN TOPAZ gems.

### TACORI 18K925 COLLECTION

EXCLUSIVELY AT JEWELS & TIME

Spanning four decades, TACORI designs have fused classic elegance with modern inspiration, creating some of the world's most sought after and exquisite jewelry. Devotees are cheering for TACORI's newest collection: 18K925. The name derives from the 925 silver and 18K gold used to create the uniquely romantic collection.

Priced in the sweet range of \$300 - \$2,000, 18K925 designs include playful and colorful gemstones, diamond accents, incorporating a TACORI look you can love forever. Take the opportunity to take a closer look at the bracelets, necklaces, rings and earrings with colorful gemstones and diamond accents.



Actress Ali Larter, who starred opposite Beyonce Knowles in the 2009 thriller Obsessed and featured in the hit TV series 'Heroes', was recently spotted donning a fabulous necklace from the TACORI 18K925 collection (Photo: courtesy of Tacori)

Available at Jewels & Time Duty Free stores in 5 different locations. In Montego Bay, at The Shoppes at Rose Hall and City Centre Shopping Mall downtown tel: 953-4600, in Ocho Rios at both Island Village Shopping Centre and Tajmahal Plaza tel: 675-8762 and at the Port of Falmouth. Visit [www.jewelsandtime.com](http://www.jewelsandtime.com)



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Tajmahal Plaza  
Ocho Rios. Phone: (876)-974-8872 to 3



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# SANGSTER'S RUM CREAM

Some 30 years after its beginnings, Sangster's Jamaica Rum Cream has maintained the position as the favoured liqueur in Jamaica. An affordable luxury, this unconventional liqueur available in its original form as well as with four additional flavours is the long time favourite of many. Take a sip, savour the passion and enjoy!

Known both locally and internationally, Sangster's Rum Cream is made with the finest ingredients to create its rich, creamy and characteristic flavour which allows you to savour the taste of a true Jamaican icon. The recipient of six gold medals among other numerous awards, Sangster's time honoured craftsmanship is maintained through its use of quality aged rum, luscious cream and Jamaican Spices.

Boasting the four flavours of 'Banana', 'Rum and Raisin', 'Coconut' and 'Blue Mountain Coffee', the variety blends feature some of Jamaica's most delicious indigenous ingredients. Made with the same attention to detail as the original Sangster Rum Cream Liqueur, they tantalize the most discerning taste buds. Simply pour over ice or blend with ice in a cocktail to enjoy Sangster's Rum Cream. Available in three convenient sizes - 1L, 750ml, 200ml.

Distributed By: Lascelles Wines and Spirits - 49 - 57 Second Street, Newport West, Kingston 11. tel: (876)923-9231-3, fax: 923-4336, email: [customerservice@lascelles.com](mailto:customerservice@lascelles.com)



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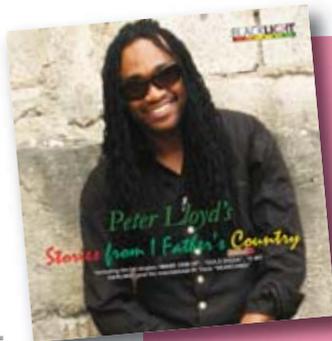
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# WHAT A GWAAN?

**W**hat's happening, friends of Jamaica? You have reached one of the most unique and beautiful places on earth. Enjoy its picturesque landscape, people, food and attractions to the max. Keep abreast of local happenings, gossip and other exciting things taking place on 'The Rock' with a little help from the Jamaica Tourist.

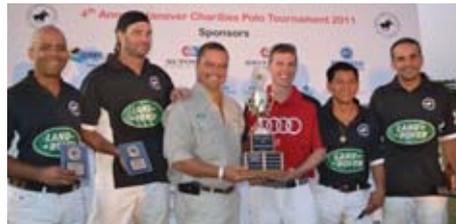


## PETER LLOYD RELEASES ALBUM

Songwriter, recording artist and reggae superstar Peter Lloyd has just released a new album titled "Stories from I Father's Country". The long anticipated compilation includes Lloyd's chart topping "Oh My Darling", and the world wide mega hit "Searching" which captured the coveted pole position both internationally and on Jamaica's own FIWI Choice chart. Covering every aspect of the reggae genre the album boasts the production skills of the legendary Dean "Cannon" Frazer, Grammy twins Robbie Lynn and Sly Dunbar, chart topping Rohan "Snowcone" Fuller and creator & remix king Paul Lewis. The recording is available at select stores worldwide as well as all major online stores including iTunes, Amazon.com, CDNow and The Orchard.com.

(Album cover: Gina Rey Forrest)

## ATL BRITANNIA WINS ANNUAL HANOVER CHARITIES POLO MATCH



Winning team collecting their trophy from the Sponsors ATL Britannia. From left to right Minister James Robertson, Andy Vernon, Andrew Brennan, Adam Stewart, Kurt Chin and Paul Laylor (Photo: courtesy of Chukka Caribbean Adventures)

Chukka Caribbean Adventures held it's 4th Annual Hanover Charities Polo Match at the Chukka Blue Ranch Polo Grounds in Sandy Bay Hanover in February. Winning team 'ATL Britannia' consisting of James Robertson, Andy Vernon, Kurt Chin and Paul Laylor, defeated the 'ATL Audi' team represented by Mark Waites, Jason Waites, John Byles and Shane Chin by 7 - 6.



## SHAGGY TO BE HONOURED BY THE AFJ

Diamond-selling Grammy reggae performer Orville "Shaggy" Burrell will be honored as the 2011 International Humanitarian by the American Friends of Jamaica (AFJ). One of the biggest crossover success stories between reggae, dancehall, pop and R&B hits, 'Shaggy' lives according to the principle of "to whom much is given, much is required". Commented Ambassador Sue Cobb, AFJ's Chairperson; "Shaggy is the essence of the charitable spirit we celebrate in our continued support of the Jamaican society and its people."



(Photo: Bacchanal Jamaica)

## CELEBRATE CARNIVAL IN JAMAICA

The carnival season in Jamaica is on and continues until May 1, 2011. With costume parades and fetes, residents and visitors are drawn to listen and dance to the vibrant calypso, soca and reggae rhythms. A series of roving parties will take the carnival experience to several major towns in Jamaica:

### DATES & LOCATIONS

- Saturday, March 12: Socapalance UDC Field New Kingston
- Friday, March 25: Socapalooza Negril
- Saturday April 9: Soca Mania Montego Bay
- Saturday April 16: Socaholics, Ocho Rios
- Saturday, April 23: Beach Jouvart in Ocho Rios
- Friday, April 29: Bacchanal Jouvart in Kingston
- Sunday, May 1: Road March in Kingston

For more information visit [www.bacchanaljamaica.com](http://www.bacchanaljamaica.com)



## BIG PALMYRA BEACH BASH, APRIL 2, 2011

Stay tuned for the upcoming beach party with DJ Crazy, artists and entertainment at The Palmyra Resort & Spa.

## JAMAICA AIR SHUTTLE STARTS CUBA AND HAITI SERVICE

Jamaica Air Shuttle has recently added Santiago de Cuba and Port-au-Prince, Haiti to their gateways. The Thursday and Sunday flights into the Antonio Maceo Airport Santiago de Cuba originate in Montego Bay and connect through Kingston Tinson Pen while the Haitian route originates from Kingston Norman Manley into Port-au-Prince every Monday and Friday. The 1 hour (Cuba) and 1 1/2 hour (Haiti) flights are serviced by a Beechcraft Model 99 twin turbo prop engine, reconfigured for 12 passenger.

Contact Jamaica Air Shuttle at **906-9025-30** or visit [www.jamaicaairshuttle.com](http://www.jamaicaairshuttle.com)



## REGGAE JAMMIN PLUS ALBUM RELEASE

Produced by Tad A. Dawkins and Tad A. Dawkins Jr., Tad's Record has surpassed all its previous successes with a free bonus disc album 'Reggae Jammin Plus Vol. 2'. A unique and commendable selection of 40 reggae and dancehall tunes, the album features smashing hits such as I'm Drinking Rum and Red Bull by Beenie Man & Fambo, Stulla by Mavado, Dumpa Truck by Vybz Kartel, Two Places by Shaggy and Hezron, Bonefide by Maxi Priest and Straight Jeans and

Fitted by Vybz Kartel featuring Russian. 'Reggae Jammin Plus Vol.2' is available at Tad's Record Int'l, Sangster International Airport Montego Bay, or can be downloaded from iTunes or from [www.tadsrecord.com](http://www.tadsrecord.com).

## R&B SINGER JEFFREY OSBORNE IN JAMAICA

Newly appointed Chairman for Victoria Mutual Wealth Management Michael McMorris recently bumped into R&B singer Jeffrey Osborne at The Palmyra Resort & Spa, Montego Bay. The singer, who continues to call Jamaica home, thrilled the audience with a great pre-Valentine show at Montego Bay's Black Pearl Sky Lounge.



Jeffrey Osborne and Michael McMorris, VMBS. (Photo: M. McMorris)

## DREAM WEDDING RECEPTION AT THE PALMYRA

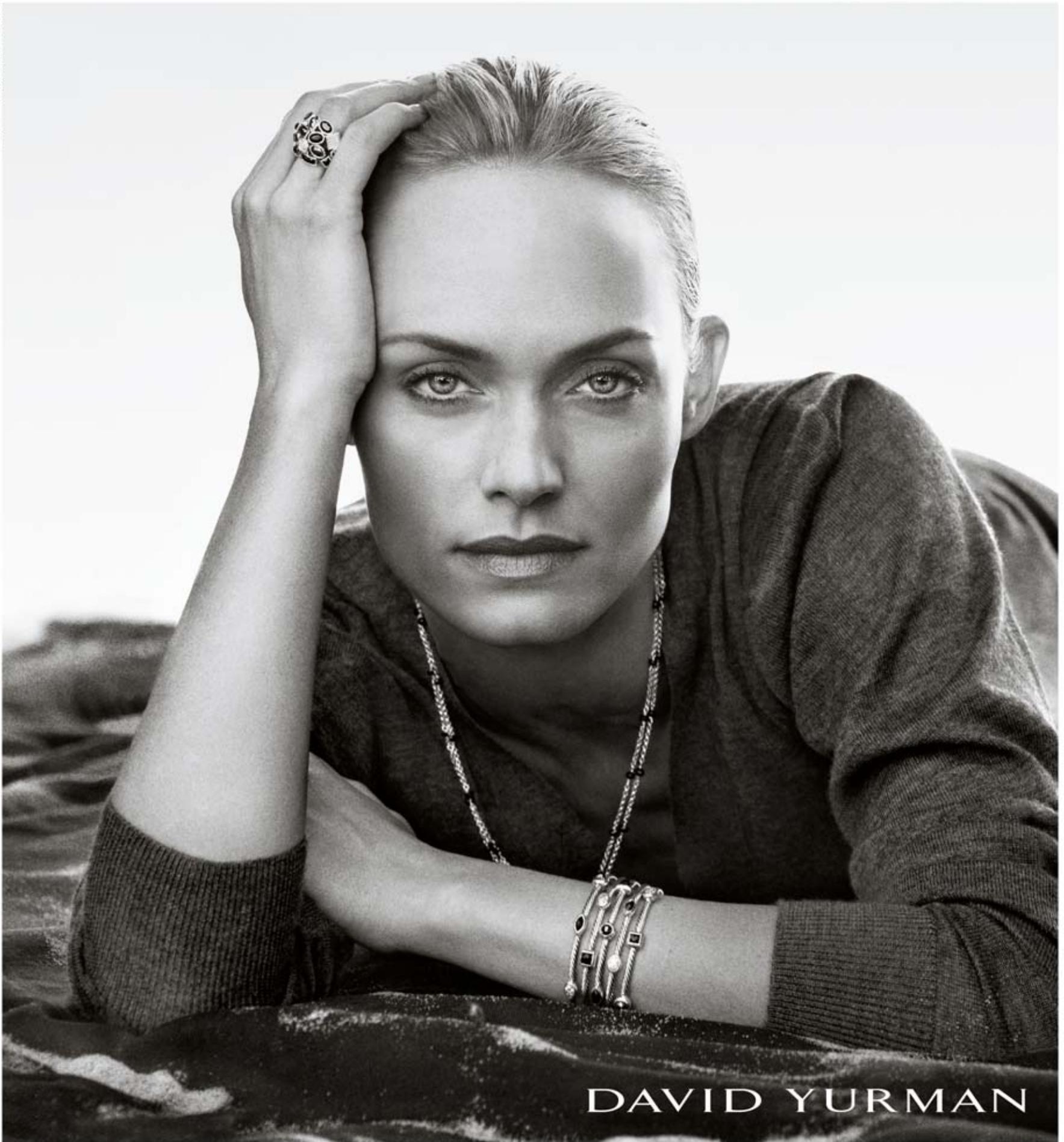
Stunning in a beautiful Vera Wang wedding dress, blushing bride Monique Mitchell looked absolutely radiant at her nuptials to Hareesh Daswani Saturday February 12, 2011. The couple celebrated their reception at the fashionable Palmyra Resort & Spa in Montego Bay, the couple's favourite hide-away.

(Photo: Alan Smith)

## 2011 CALENDAR OF UPCOMING EVENTS

UNTIL MARCH 27	NATIONAL BIENNIAL IV - NATIONAL GALLERY OF JAMAICA, KINGSTON	922- 1561/3/4
UNTIL MAY 1	BACCHANAL JAMAICA CARNIVAL - VARIOUS LOCATIONS	923-9138
MARCH 5	4TH JAMCEN HEALTH AND WELLNESS FEST - RANNY WILLIAMS ENTERTAINMENT CENTRE, KINGSTON AND WHITTER VILLAGE, MONTEGO BAY	620-8588
MARCH 6	4TH JAMCEN HEALTH AND WELLNESS FEST - MANDEVILLE, MANCHESTER	620-8588
MARCH 8	ONE LOVE REGGAE CONCERT SERIES, BLACK UHURU - NEGRIL ESCAPE, NEGRIL	382-4359
MARCH 12	EME (EXCELLENCE IN MUSIC AND ENTERTAINMENT) AWARDS - NATIONAL INDOOR SPORTS CENTRE, KINGSTON	WWW.EMEAWARDS.COM
MARCH 15	ONE LOVE REGGAE CONCERT SERIES, PROTOJE - NEGRIL ESCAPE, NEGRIL	382-4359
MARCH 22	ONE LOVE REGGAE CONCERT SERIES, HALF PINT - NEGRIL ESCAPE, NEGRIL	382-4359
MARCH 27	MARKET AT THE LAWN - DEVON HOUSE, KINGSTON	428-6523
MARCH 29	ONE LOVE REGGAE CONCERT SERIES, THIRD WORLD - NEGRIL ESCAPE, NEGRIL	382-4359
APRIL 5	ONE LOVE REGGAE CONCERT SERIES, RICHIE STEPHENS - NEGRIL ESCAPE, NEGRIL	382-4359
APRIL 16	JAKES' OFF-ROAD TRIATHLON - TREASURE BEACH, ST. ELIZABETH	965-0635
APRIL 23	BACCHANAL CARNIVAL - BEACH JOUVERT - JAMES BOND BEACH, ST. MARY	923-9138
APRIL 24-25	THE JAMAICA INTERNATIONAL KITE FESTIVAL - RICHMOND ESTATE, ST. ANN	443-3984
APRIL 25	TRELAWNY YAM FESTIVAL - ALBERTOWN, TRELAWNY	610-0818
APRIL 27	BACCHANAL CARNIVAL - SOCA @ DE SANDBAR - LIME CAY, KINGSTON	923-9138
APRIL 29	BACCHANAL CARNIVAL - BACCHANAL JOUVERT - KINGSTON	923-9138
MAY 1	ROAD MARCH - KINGSTON	923-9138
MAY 26 - 29	STYLE WEEK JAMAICA & FASHIONBLOCK - KINGSTON	969-9645
MAY 28 - 30	CALABASH INTERNATIONAL LITERARY FESTIVAL - JAKE'S RESORT, TREASURE BEACH	965-0635
JUNE 11 - 19	JAMAICA INTERNATIONAL OCHO RIOS JAZZ FESTIVAL - VARIOUS VENUES	927-3544
JULY 10	13TH ANNUAL LITTLE OCHIE SEAFOOD CARNIVAL - ALLIGATOR POND, MANCHESTER	
JULY 16 - 23	REGGAE SUMFEST - CATHERINE HALL, MONTEGO BAY	REGGAESUMFEST.COM

Please note events are subject to change without prior notice.



DAVID YURMAN

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