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CITY RUN

SIMONE SMITH/TORONTO CARIBBEAN

The email came in from our partners at Finn Marshall, and Trish called me into the office. "Looks like we have a trip to take." "Oh really!" I said. "Where are we heading to this time?" "Well, you are heading to Jamaica again." Hmmm, I thought as I walked back to the office. What was in store for me this time? It was only at the end of the trip was I able to truly give a name to what I experienced, and of course, I am going to share this experience with you Toronto. Over the next few editions, I am going to present to you a different experience than the one that I brought you last time. I would like to introduce to you Fitness, Food, and Flora; Health

and Well-being in Jamaica.

I am going to start from the end of the trip and work my way backward. It was about 5:00 am, and I was joined by Pat Montague, Leona Minto, Shaun Walsh, Lyndon Taylor, and Chris Collie, members of media hailing from Florida and New York. Leona (who I had met on the last trip), and Pat Montague were actually participating in the event, so as a group we made our way down Jimmy Cliff Boulevard into Old Hospital Park where even at 5:30 am, the park was buzzing with energy.

We all were there for the Mo-Bay City Run, a 10K/5K Run and Walk that was established as a transforma-

tional activity for education in Western Jamaica. The main objective of this walk is to raise funds to support university students who are striving to attain their tertiary level education. For those who do not know, tertiary education is equivalent to University or College here in Canada. It most definitely takes a lot of planning to pull off a fun and healthy family event that not only is great for the community but also has helped to transform the lives of so many young people in Jamaica.

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Recognizes Women
in Culinary**

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and giving them fish
at the same time**

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Tobago Tourism believes Tobago is the destination of your dreams



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TC REPORTER

Imagine hiking to a beautiful waterfall and being the only person there. Then staying in a treehouse in the middle of a tropical forest listening to the wildlife and feeling the breeze on your skin. This is possible in Trinidad and Tobago.

The Tobago Tourism Agency, which was formed with a clear mandate to encourage visitors from around the world to discover the unspoiled island, has identified Canada as one of the new growth markets for destination Tobago.

On May 7th, the Tobago Tourism Agency Ltd. launched its new Tobago Beyond brand identity in the Canadian market. A series of launch events were held in Toronto, in a private home in Rosedale, to promote the island to Canadian press and influ-

encers.

In attendance were representatives from Tobago including Nadine Stewart-Phillips, Secretary for Tourism Culture and Transportation; Louis Lewis, CEO Tobago Tourism Agency and Sheena Des Vignes, Marketing Coordinator, Tobago Tourism Agency.

"We see enormous potential here in Canada for increased visits to our beautiful island home. We have identified the four cornerstones of our island's appeal: Sea and Beaches; Local Culture, People and Heritage; Eco Adventure and Nature; and Romance and Weddings," said Lewis, CEO, Tobago Tourism Agency.

Everything that travelers have ever dreamed about the Caribbean can be found in ideal Tobago. The people of Tobago are welcoming and go the extra mile to make visitors feel truly at home.

It has secluded white sand beaches lapped by sky blue oceans, the distant sound of music drifting on a warm tropical breeze, breathtaking natural beauty and striking wildlife. Tobago is the unspoiled, untouched Caribbean island where the undiscovered waits around every corner.

Ann Layton is the Founder and CEO of Siren Communications. She is widely recognized as one of the world's leading specialists in the field of travel and tourism communications.

"I have not been this excited about a new destination launch in years," said Layton.

Four years ago, Ann chose Tobago for her own wedding, because to her, it represented one of the last truly undiscovered places in the Caribbean. It was like the fantasy of the blissful Caribbean that has been lost on other islands.

At Siren, they are honored to present Tobago in Canada, at the beginning of their Tobago Beyond campaign. They are targeting Canadians who are adventurous and seek an adventure outside of the walls of an all-inclusive.

The Beyond Tobago campaign highlights 101 things to do in Tobago focusing on the unique character of the untouched, undiscovered Caribbean destination.

There are also many events to attend that are coming up in the next few months. The Tobago Heritage festival in July, the Great Race Regatta in August, and the Blue Food Festival in October are just a few that many local and international people enjoy.

The launch was timely, with Tobago's Main Ridge Forest Reserve recently being named Caribbean Nature Park of the Year in the Caribbean Journal's Green Caribbean Awards 2019. The Green Caribbean awards recognize islands in the Caribbean that are doing their part to help the region

stay cleaner, greener, stronger, resilient and more sustainable for their people.

The beach in Tobago, Englishman's Bay, was named one of the nine best beaches in the world by Kiwi Collection readers.

Kiwi Collection provides expert guidance on the best luxury hotels to book for a range of tastes and budgets, from extravagant tented camps in Africa to traditional Ryokans in Japan. The collection is curated by a team of travel experts around the globe, who carefully select properties based on a particular methodology to ensure the highest standards.

Englishman's Bay is a secluded beach toward the side of the coast of Tobago, between Castara and Parlatuvier. It is considered one of the island's most beautiful beaches but does not draw a large crowd.

"Tobago is the place where you can hike to a waterfall and have a very good chance that when you get there, you will have the mountain pool to yourself," said Lewis, CEO, Tobago Tourism Agency.

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