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## **PRESS RELEASE**

### **TEMPO NETWORKS PARTNERS WITH THE CARIBBEAN TOURISM ORGANIZATION & THE BAHAMAS MINISTRY OF TOURISM TO LAUNCH “CARIBBEAN ROCKS NYC” DURING CARIBBEAN WEEK 2016**

New York, New York - April 11, 2016

As part of its 10<sup>th</sup> year anniversary celebrations, TEMPO Networks announces the launch of “CARIBBEAN ROCKS NYC”, an event spotlighting the Caribbean’s extraordinarily beautiful destinations and amazing culture, music and entertainment. CARIBBEAN ROCKS NYC, will take place during CTO’s Caribbean Week June 1<sup>st</sup> – 5<sup>th</sup>, 2016 in NYC and is a partnership between TEMPO, the Caribbean Tourism Organization (CTO) and Platinum destination partner, The Islands Of The Bahamas -- one of the Caribbean’s leading tourist destinations.

A combination of awards ceremony and Caribbean travel, destination and entertainment showcase, CARRIBBEAN ROCKS NYC will also feature the very best in live performances from top Caribbean performers. TEMPO’s Founder Chairman & CEO, Frederick A. Morton, Jr. states: “We are thrilled to be partnering with the Caribbean Tourism Organization and the Islands of the Bahamas to produce this ground-breaking event designed to spotlight on an annual basis our world-class destinations and tourism product and unmatched music and entertainment talent – the heart and soul of the TEMPO mission.” This partnership between TEMPO and the CTO in the development of CARIBBEAN ROCKS NYC takes on even greater significance during TEMPO’s 10<sup>th</sup> year anniversary, recalling TEMPO’s launch in 2005 at the CTO’s Caribbean Fair at New York City’s South Street Seaport.

“TEMPO’s roots,” Morton states, “are firmly planted within CTO and Caribbean Week is the marker for where it all began.” The 2005 TEMPO Launch event drew a crowd of more than 10,000 attendees and was the largest event ever staged during Caribbean Week. In addition to marketing and promoting the Caribbean’s amazing destinations, the event cemented TEMPO’s mission of identifying and establishing Caribbean talent, as it featured then burgeoning artist Rihanna, who has since advanced to international superstardom; Grammy Award winning artist Wyclef Jean; and soca star Machel Montano,

among others.

CTO Secretary General Mr. Hugh Riley states “When we joined forces with TEMPO during Caribbean Week in New York in 2005, we had no way of predicting some of the incredible outcomes we have seen since then! We fully expect the 2016 CARIBBEAN ROCKS NYC to be equally exciting and rewarding for the performers, our participating countries and all those who attend this historic event. CARIBBEAN ROCKS NYC is the next best thing to actually being in the Caribbean!”

The launch of CARIBBEAN ROCKS NYC establishes the premier event to bring attention to two of the Caribbean’s most important industries, tourism and entertainment, through the development of a product which will grow to be like the MTV Video Music Awards (VMAs) or Movie Awards or BET Honors and Award show, aimed to showcase both at a high-end level. The event is primarily targeted to the very important Diaspora market, but with strong ancillary promotions to the general market. Bahamas Minister of Tourism, The Hon. Obie H. Wilchcombe, MP the only current sitting Minister in the CTO who had witnessed the TEMPO Launch event in 2005 first-hand, recalled the excitement and the energy that had been generated at the Caribbean Fair. Minister Wilchcombe emphasized the need for greater engagement of the Caribbean Diaspora, which has a huge propensity to travel and is being recognized as an important target group for Caribbean destinations. “When it comes to the transmission of Caribbean music and culture, TEMPO is in a class by itself. In the spirit of *One Caribbean*, The Bahamas Ministry of Tourism is delighted to collaborate with TEMPO and CTO to launch CARIBBEAN ROCKS NYC. The concert will give Bahamian and other Caribbean artists the opportunity to take their music to an international stage, in the world’s most dynamic city,” states Minister Wilchcombe.

As it did in 2005 with Rihanna, TEMPO will also showcase at CARIBBEAN ROCKS, ARITA, one of the region’s rising talents, [www.aritaworldwide.com](http://www.aritaworldwide.com), along with the region’s top performing artists. Several awards in tourism and the arts will also be awarded at the event. Details of the talent line-up, awardees and other event logistics will be announced shortly.

Other events on the Caribbean Week New York program include:

**Caribbean Students Colloquium:** Students taking Centre Stage: A forum for rising stars in Caribbean tourism (Wed 1 June, 6:00–8:00 PM).

**Caribbean Tourism Awards Luncheon:** Honouring industry leaders and top journalists and photographers for their coverage of the Caribbean (Thurs 2 June, 12:30–2:30pm).

**Caribbean Romance Workshop:** Caribbean weddings and honeymoons suppliers and planners honing their skills and engaging each other (Fri 3 June, 8:30-1:00 PM).

**Rum & Rhythm:** The Ultimate Caribbean Epicurean Experience at the exclusive Capitale, 130 Bowery, New York, NY 10013. Tickets for Rum & Rhythm can be obtained at: <http://bit.ly/1L3IUfG> (Fri 3 June, 6:30 PM -11:00 PM)

The chefs programme through which Caribbean chefs display their skills and present attractive Caribbean culinary at popular venues remains on the Caribbean Week New York menu. The week will also include a number of business meetings.

**About Caribbean Week:**

Organized by the CTO, Caribbean Week New York is the largest, most engaging regional tourism activity in the “Big Apple” and typically attracts thousands of participants, including Caribbean tourism officials, the media, artists, performers, celebrity chefs, fashion designers, models, investors and other strategic partners. It showcases the sights, sounds, colours, culture and unique holiday experiences of the Caribbean and combines business sessions and consumer-oriented events with food, fashion, entertainment, sales and networking opportunities.

For more information about Caribbean Week New York visit email [CaribbeanWeek@caribtourism.com](mailto:CaribbeanWeek@caribtourism.com) or call (212) 635-9530

**About TEMPO Networks:**

TEMPO Networks is the premier media and entertainment company worldwide producing and offering culturally relevant Caribbean content and engagement on all media platforms: on air, online, on mobile and on the ground.

TEMPO Networks’ Flagship cable television network, TEMPO, captures and delivers the extraordinary Caribbean vibe, loved worldwide by over 40 Million annual travelers to the Caribbean, by producing and delivering Caribbean content dedicated to travel & tourism, music, cuisine, adventure, sailing, diving, social awareness initiatives, etc. TEMPO is the “Caribbean Connection.”

TEMPO broadcasts in over 30 countries in the Caribbean and on Optimum/Cablevision in the NY Tristate Area, reaching over 5M viewers. In 2016, TEMPO launches nationally throughout the U.S. on Verizon FiOS. Additional information on TEMPO is available at [www.gotTEMPO.com](http://www.gotTEMPO.com).

**About the Caribbean Tourism Organization:**

The Caribbean Tourism Organization (CTO), with headquarters in Barbados and offices in New York and London, is the Caribbean’s tourism development agency comprising membership of the region’s finest countries and territories including Dutch, English, French and Spanish, as well as a myriad of private sector allied members. The CTO’s vision is to position the Caribbean as the most desirable, year round, warm weather destination, and its purpose is Leading Sustainable Tourism - One Sea, One Voice, One Caribbean.

Among the benefits to its members the organization provides specialized support and technical assistance in sustainable tourism development, marketing, communications, advocacy, human resource development, event planning & execution and research & information technology.

In addition the CTO, in partnership with the Caribbean Hotel & Tourism Association, jointly and equally owns the Caribbean Tourism Development Company, a marketing and business development entity dedicated to promoting the Caribbean brand worldwide.

The CTO's Headquarters is located at Baobab Tower, Warrens, St. Michael, Barbados BB 22026; Tel: (246) 427-5242; Fax: (246) 429-3065; E-mail:

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For more information on the Caribbean Tourism Organization please visit [www.OneCaribbean.org](http://www.OneCaribbean.org). Get the latest CTO updates on Twitter at <http://www.twitter.com/ctotourism>. Connect with CTO on Facebook at <http://www.facebook.com/CaribbeanTourismOrganization>. Follow CTO on Instagram at <https://www.instagram.com/ctotourism/>

#### **About The Islands Of The Bahamas:**

The Islands Of The Bahamas have a place in the sun for everyone from Nassau and Paradise Island to Grand Bahama to The Abaco Islands, The Exuma Islands, Harbour Island, Long Island and others. Each island has its own personality and attractions for a variety of vacation styles with some of the world's best scuba diving, fishing, sailing, boating, as well as, shopping and dining.

The destination offers an easily accessible tropical getaway and provides convenience for travelers with preclearance through U.S. customs and immigration, and the Bahamian dollar is on par with the U.S. dollar. Do everything or do nothing, just remember It's Better in The Bahamas.

For more information on travel packages, activities and accommodations call 1-800-Bahamas or visit [www.Bahamas.com](http://www.Bahamas.com).

Look for The Bahamas on the web on [Facebook](#), [Twitter](#) and [YouTube](#).

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