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PRESS RELEASE

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### Grace Jamaican Jerk Festival Celebrates 10<sup>th</sup> Anniversary; Unveils Major Promotions

**FORT LAUDERDALE, August 31, 2011** -- This year, the Grace Jamaican Jerk Festival celebrates its tenth anniversary, and the organizers are promising patrons “Ten Times the Fun and Ten Times the Excitement”, in a series of promotions leading up to the event. The one-day family-friendly food festival is scheduled for **Sunday, November 13, 2011** at Markham Park, in Sunrise, Florida. It is anticipated that over 20,000 patrons will attend to feast on spicy and succulent jerk fare, as well as enjoy a variety of cultural, sport and entertainment presentations from 10:00 am to 10:00 pm.

Since its inception in 2001, the festival has grown to become the “Biggest Caribbean Food Festival in the USA” focusing on authentic Jamaican Jerk – a tradition which began thousands of years ago with the Island’s indigenous people – crossing ethnic lines into mainstream markets. The festival has been recognized as **Best Annual Jamaican Event** 2009 & 2010 (Ft. Lauderdale) by Jamaicans.com; one of the **Top 10 Yummy Experiences** by Get Lost magazine, 2007 and voted **Best Festival** by New Times Magazine 2006.

At a recent launch, organizers of the festival announced a **Count Up To Ten** promotion, in celebration of its 10<sup>th</sup> anniversary, offering ten Jerk Fest Gift Packs consisting of ten items, including festival tickets, presented to lucky winners on the 10<sup>th</sup> of September and 10<sup>th</sup> of October. A discounted early bird ticket offer of ten dollars will be available throughout the month of September, after which advance ticket price will increase to \$15.00. The discount tickets are offered as a way of making the festival as affordable as possible during the current tough economic climate. To take advantage of the discount offer, patrons can purchase tickets now on the festival’s website, [www.jerkfestival.com](http://www.jerkfestival.com) and at selected Caribbean outlets. Children 10 years and under will be admitted free.

Title sponsor, Grace Foods, the leading Caribbean food manufacturer and distributor, will again add spice with an exciting series of in-store promotions at several leading retail outlets beginning in September right up to festival day. Expect lots of giveaways and special offers on Grace Food products, drinks and juices, which will create a buzz and benefit customers with significant savings. “We are exceptionally proud to participate this year as we celebrate a very special milestone for the festival,” stated Joy Thomas, Market Manager – Southern USA for Grace Foods. She added, “We would like to congratulate the team on 10 years well done, and to reaffirm our commitment to laying the foundations for an enduring tradition for many more years.”

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The entertainment on the Main Stage will feature singing sensation Sanchez, Byron Lee's Dragonaires, Ken Boothe, Pluto as well as a Gospel segment featuring Clive Tennors, Norris Weir and God Bless. Come ready to get your fill of spicy, delicious jerk delights, watch fiery cooking competitions, cheer on your favorite sports team and be entertained with cultural presentations at the **10th Annual Grace Jamaican Jerk Festival**.

The Grace Jamaican Jerk Festival is presented by Publix and Digicel, the festival is sponsored by Western Union, The Jamaica Tourist Board, WAVS Radio, Hot 105, TeleAmerica, Crown Plaza Hotel, Sawgrass and VitaMalt. The event is produced by Jamaican Jerk Festival USA, Inc., in association with Jamaica Awareness, Inc.

*For more information please contact Jamaican Jerk Festival USA, Inc., at 786-361-1103, email [info@jerkfestival.com](mailto:info@jerkfestival.com) or log on to [www.jerkfestival.com](http://www.jerkfestival.com)*