



Playmas Montreal Cultural Association Inc.



A TASTE OF THE CARIBBEAN invites New exhibitors to our 2010 Festival!

The Playmas Montreal Cultural Association Inc is a non-profit organization. Founded in 2000, it has been serving the Caribbean Community for over 10 years. **One of our main objectives for 2010 is to create a weekend long celebration!** It will include a splendid exploration of our distinctive culinary arts, mixed in with a multitude of vibrant offerings from the Caribbean culture.

This year's weekend event with its theme entitled "Mardi Gras" will include: cultural presentations showcasing: pan music, calypsonians, Caribbean orchestras, folk singers and dancers, arts and craft vendors, Travel Agencies and more. **The Weekend "A TASTE OF THE CARIBBEAN FESTIVAL" begins on Friday, May 28 and culminates on Sunday, May 30 with a cornucopia of delicious food and drinks from over 20 Caribbean islands.**

For the past ten years, "A Taste of the Caribbean Festival", has been attracting a large audience for the annual pilgrimage to the tastes, sights and sounds of the Caribbean. This in turn encourages more social and cultural exchanges between the Quebec and Caribbean communities

One of the beneficiaries of funds raised by the festival is our program "TRIUMPH THROUGH ADVERSITY (TTA)". TTA targets the disenfranchised, underprivileged and unemployed youth between the ages 16 to 24 years. Our special program provides training in the culinary arts. Students are paired with local chefs who become both mentors and role models. **Proceeds from the 2009 event provided a scholarship of \$2,500 for a student to attend Pius X Culinary Institute. Our goal for 2010 is to provide 3 such scholarships.**

"To help us reach our goal, we need the participation of as many businesses, Government Agencies and Organizations as possible", says Gemma Raeburn-Baynes, President. Companies are invited to showcase their products in front of a wide variety of at least 10,000 potential clients, by exhibiting in our event on May 30th and/or during the weekend festival to be held at Parc Émilie Gamelin in the heart of downtown Montreal. **In these challenging economic times, Taste of the Caribbean is one of the best ways to promote a business in a new market.**

We are happy to offer this marketing opportunity with in an affordable package and invite interested parties to visit our website at: www.atasteofthecaribbean.ca for more information. **The deadline for exhibitor application is April 29, 2010.** Please join us in this exciting venture, as our success - is a shared success for the whole Montréal community!

For all interviews, please contact President Gemma Raeburn-Baynes at: (514) 620-6612.

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