



NEW YORK, LLC

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PRESS RELEASE

FOR IMMEDIATE RELEASE



The Grace Jamaican Jerk Festival NY hosted a successful media launch and 'A Taste of Jerk' promotions at the VP Records Retail Store in Jamaica, NY last weekend. Among those attending the launch were: L-R Eddy Edwards, President Jerk Festival USA Inc; Richard Elcock, Director Jerk Festival USA Inc; Nathaniel Smith, Radisson JFK; Justin Hoshue, National Bakery; Patricia Chin, Founder VP Records and Richard Lue, Director, Business Development, VP Records.

**Turn up the Fun at Grace Jamaican Jerk Festival New York!
Good Food & Good Vibes for the Whole Family**

Queens, NY – New Yorkers are getting ready for one of the city's biggest Caribbean food and entertainment events, the 5th annual Grace Jamaican Jerk Festival.

The festival will showcase an exciting assortment of jerk delights served by some of New York's top Caribbean restaurants and chefs, popular cooking competitions and demonstrations as well as informative and entertaining cultural presentations. The children will have loads of fun too in the Kidz



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This past weekend, event organizers hosted a successful New York media launch and 'A Taste of Jerk' promotions at the VP Records Retail Store at 170-21 Jamaica Avenue, Jamaica NY. The 'Taste of Jerk' featured NY area restaurants, sponsors, special guests and the popular Grace food truck which was a hit with patrons. Irie Jam, 93.5 FM and Randy's Radio were on hand to broadcast the festivities live to radio listeners in the tri-state area and globally on the world wide web.

Event coordinator Richard Lue told the media at the press briefing that this year is all about turning up the fun.

"We want our patrons to have a most fun experience from the moment they enter the gates until they leave." He also spoke about special promotional offered by VP Records of a free Carlene Davis, Reggae Gold or Soca Gold CD with ticket purchases on line or at the VP retail store only; The giveaway of a cabin for 2 on the Welcome to Jamrock Cruise as well as a Jah Cure Experience on the cruise.

The Jerk Cooking Pavilion is a Festival hot spot where top chefs and celebrities test their cooking chops in the Jerk Cook-off and Celebrity Quick Fire Challenge. Miss Universe Jamaica Kaci Fennell will be squaring off against some hot competition while Chef Eddie G and Chef Irie will demonstrate creative recipes and culinary techniques and also offer samples of their tasty creations to patrons.

Winners of these competitions get bragging rights, cash prizes and the coveted Dutch Pot Trophy for the Jerk Cook-off champion. But it's not just about the food. Patrons will also get a healthy serving of history, culture and entertainment on the popular Western Union Cultural Stage. Attendees will be taken on a cultural trip with drama, music and dance -- providing a great opportunity to expose youngsters to Jamaica's phenomenal and diverse culture.

As usual, the event will end with a musical explosion on the Main Stage. An exciting lineup of reggae artistes including the smooth crooner Sanchez, the popular Fab 5 Band with a mix of classics and new hits, Romain Virgo with a selection of his many hits and Carlene Davis who will headline a gospel section which will also feature Kokodoo. King Jammys will play a special selection of dancehall classics and retro selections while comedian Major Hype will entertain with a bellyful of side-splitting jokes.

Advanced tickets are available on line at www.jerkfestivalNY.com or at selected retail outlets in the tri-state area. Raddison Hotel JFK is the official festival hotel offering discounted rates to festival attendees



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The 5th Annual Grace Jamaican Jerk Festival New York is presented by Jamaican Jerk Festival USA, Inc., in association with VP Records. Sponsors are Grace Foods, Western Union, Continental Bakery, Vitamalt, Gleaner, Power 106, Randy's Radio and Tower Isle Patties.