



PRESS RELEASE

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TASTE OF THE CARIBBEAN CELEBRATES 20 YEARS WITH RUM, DANCE, ARTS AND NOW SPORTS THIS JULY 11-14 AT A NEW LOCATION AT THE OLD-PORT OF MONTREAL

Montreal (July 2, 2019) Taste of the Caribbean (TOTC) is back and is celebrating a huge milestone – 20 years! In collaboration with Pepito Sangria and with support from the Government of Canada, FACTOR, and the Ville de Montréal, TOTC is proud to showcase the colorful variety of the Caribbean culture: food, art, dance, music and now sports! This July 11-14 TOTC returns to a new, more accessible location on the main promenade of the Old-Port!

An important milestone for Montreal's Caribbean community, organizers are proud of the longevity of this event. "We're proud of the event's history", says Producer Cezar Brumeanu. "From its humble beginnings as a one-day, indoor, paid event from 1999-2014, TOTC has grown into one of the biggest free outdoor festivals at one of the country's largest tourist destinations! TOTC has also become one of the largest events in Canada that celebrates all aspects of Caribbean culture! It really is unique." The Festival is also proud to welcome Olympic champion Bruny Surin as their spokesperson for the third year to kick off the celebration. As an extension of their partnership TOTC hopes to raise awareness of the Bruny Surin Foundation which promotes the physical and psychological benefits of a healthy and active lifestyle in young people.

To mark the 20th edition, the four-day program will feature a range of activities including:

FOOD VENDOR ZONE

It's all about the food at TOTC! Visitors can travel the islands through their taste buds by sampling traditional and fusion dishes. Vendors will be serving up a variety of dishes, desserts and drinks from Haiti, Jamaica, Martinique, Guadeloupe, Trinidad and more! Enjoy a wide selection of culinary creations from Agrikol, Best Bite Catering, Boom J Cuisine, FreshCo Snow Cones, Kwizinn, La Cayenne, Seasoned Dreams, SNS Catering, Ti Joe BBQ, Traiteur Renata, Tasty Touch and more.

PEPITO SANGRIA DANCEFLOOR

Festival goers can join in on interactive dance workshops and watch electrifying performances of dance styles including Cuban salsa, Dominican bachata, Haitian konpa, Trinidadian soca, Jamaican reggae/dancehall and more! "Pepito Sangria is all about helping create a festive atmosphere that celebrates the colors and rhythms of life! It's such a pleasure to collaborate for the third consecutive year to present the Pepito Dancefloor which has become the heart of the festival", says Events Marketing Manager Melissa Lajoie.

DEL MONTE SOCCER ZONE

This brand new element will feature 3-on-3 pick-up games, soccer skills clinic with Kelitos Sports, and the not to be missed Celebrity Soccer Match (July 11, 7PM) featuring local personalities like our soccer ambassador, Patrice Bernier!

RUM ZONE

Back for its third year, the Rum Zone has become a great way to discover Caribbean rums! Visitors can pick from a variety of rum sampling sets and sip on selections of spiced and aged rums. There will also be free daily mixology demonstrations to show how to mix classic cocktails including TOTC's 20th anniversary cocktail, Le Planteur des Caraïbes featuring Trois Rivières rums!

KIDS ZONE

Featuring face painting and hair braiding!

The 20th edition of TOTC was made possible with the support of grants through FACTOR (Collective Initiatives program) and the Government of Canada (Building Communities Through Arts and Heritage program). These programs allow Canadians to celebrate their various communities by giving local artists, artisans and heritage performers increased opportunities, as well as engaging local communities through arts and heritage.

TOTC @ A GLANCE	
What	A four-day event featuring rum, food, music, arts, dance and sports
Where	Main promenade, Old-Port of Montreal (in front of the Science Center)
STM	Metro Place D'Armes
When	July 11-14 2019 (12PM-11PM daily)
Who	Schedule of performances, participating vendors and activities at: www.totc.ca
How	Free entrance
Web	www.totc.ca

SOCIAL MEDIA

Facebook: www.facebook.com/TOTCMTL/

Instagram: www.instagram.com/ilovetotc/ #totc20 #totcmtl #ilovetotc

YouTube: TOTC – Taste of the Caribbean

20
ANNIVERSARY

IN
COLLABORATION
WITH



A Taste OF THE
CARIBBEAN
UN GOÛT DES CARAÏBES

20TH ANNIVERSARY

OLD PORT OF MONTREAL (MAIN PROMENADE)

JULY 11-14 2019 12 TO 11 PM

FREE ENTRANCE

RETURNING:

- DANCE WORKSHOPS & PERFORMANCES
- RUM TASTINGS & GASTRONOMY
- MIXOLOGY DEMOS
- ACTIVITIES FOR THE ENTIRE FAMILY

**EAT, DRINK & DANCE
CARIBBEAN STYLE!**

TOTC.CA



TOTCMTL



ILOVETOTC

#TOTC20



Montréal



FACTOR
THE FOUNDATION ASSISTING CANADIAN TALENT OVERSEAS

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