



Caribbean Tourism Organization to Introduce Special Award for Diaspora

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The commitment of the Caribbean Diaspora in the United States and the contribution they have made to the region's development will be recognized this year with a special award during Caribbean Week in New York.

The international agency responsible for the Caribbean's tourism development, the Caribbean Tourism Organization (CTO), will present its first ever Caribbean Diaspora Award to a deserving individual, group, or entity, which has contributed towards the enrichment of the Caribbean community in the United States.

This award, along with the CTO Lifetime Achievement Award and the CTO Special Recognition Award, will be presented at the Governments of the Caribbean State Ball – a black-tie event to raise funds for the CTO Scholarship Foundation – to be held at the Plaza Hotel in New York City on Friday, June 11.

“The Caribbean Diaspora has been and continues to be an important and invaluable ally and partner in helping to achieve one of CTO's goals - that of increasing travel to the Caribbean. At the same time, members of the Diaspora have been making outstanding contributions to the enrichment and development of the region in so many ways,” said Sylma Brown Bramble, the CTO's acting director of marketing for the Americas. “This award is the CTO's way of showing our appreciation for everything that they do for our Caribbean.”

Nominees for the Caribbean Diaspora Award must have used their skills and knowledge to strengthen and sustain the region's unique attributes, and they must be ardent advocates for a cause that adds value and brings pride to the Caribbean region. Nominees must also have been a “voice” for the Caribbean for at least 15 years and must be based in the United States.

Meanwhile, the CTO is also inviting nominations for the Lifetime Achievement Award. This award honors long-serving, high-performance service to the region for a period of at least 20 years. The deadline for receipt of nominations for these awards is Friday, April 23, 2010.