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**FOR IMMEDIATE RELEASE**

### **KASSAV CELEBRATED 40 YEARS IN BARBADOS**

The famous French West Indian (FWI) zouk band Kassav' recently concluded their 40<sup>th</sup> anniversary celebrations as a group in Barbados. The band docked on December 10<sup>th</sup> on board the MSC Preziosa and the cruise was entitled 'Kassav' Love & Ka'Dance Cruise.'

The Barbados Marketing Inc. (BTMI) happily partnered with the National Cultural Foundation (NCF) to welcome the electric group with a cultural Barbadian welcome at the Barbados Port Inc. (BPI). Members from Kassav' disembarked the ship to experience Crop Over in December as they were greeted by stilt walkers, the sounds of the tuk band, electric dancers and the sweet singing of Hypa Sounds and Marvay.

Jocelyne Béroard, a Martinican singer and songwriter, who is also one of the lead singers of the Zouk band Kassav' was also on board and disembarked for the celebrations. As a solo artist, Jocelyne helped create zouk, the music genre started by Kassav'. After leaving the BPI's brief cultural welcome, Ms. Beroad took advantage of the sights and scenes Barbados has to offer and made quick photo opportunity stops at the Chamberlain Bridge, Carlisle Bay and the Barbados Garrison Historic area.

Around 3:00 p.m. the zouk band returned to the ship for their signature concert. <insert what occurred at the concert>

<Quote from Corey BTMI and or NCF>

- ENDS -

### **About Barbados**

The island of Barbados offers the most authentic Caribbean experience with its exceptionally rich culture and history rooted in remarkable landscapes. Rated as one of the world's sexiest beaches in 2008 by Concierge.com; Barbados' Crane Beach in St. Philip stands as a premier destination for travellers. Barbados is also the first Zagat-rated Caribbean island and is known as the culinary capital of the Caribbean. Barbados has hosted several world class events including: The annual Barbados Food & Rum Festival; the 2006 PGA World Golf Championships-Barbados World Cup, the ICC Cricket World Cup Finals in 2007, the Sentebale Charity Polo match with Prince Harry of Wales in 2010, and the ICC Twenty20 Cricket Finals for 2010, and the Rihanna LOUD concert in 2012. Accommodations range from picturesque plantation houses and villas, to quaint bed and breakfasts and award-winning, five-star resorts. Grantley Adams International Airport offers even more non-stop and direct service from a growing number of U.S. cities, making Barbados the true gateway to the Eastern Caribbean. Barbados was voted eighth in the World by Trip Advisor's "2008 Travelers' Choice Destination Awards" in its Top 100 Destinations category. For more information on travel to Barbados, visit [www.visitbarbados.org](http://www.visitbarbados.org), follow on Facebook at <http://www.facebook.com/VisitBarbados>, via Twitter @Barbados.