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**FOR IMMEDIATE RELEASE**

**SYMMONDS LAUNCHES ‘WE CARE’ INITIATIVE FOR FRONTLINE  
HEALTHCARE AND LAW ENFORCEMENT**

On Friday, Minister of Tourism and International Transport, the Hon. Kerrie Symmonds, announced the launch of the new Barbados Tourism Marketing Inc. (BTMI) initiative, ‘**We Care**’. Under the tagline “They take care of us, now we want to take care of them,” 10 frontline healthcare and law enforcement workers will receive a 7-night staycation for two, **or** a 7-night holiday for two to anywhere Barbados has direct air service.

The social media driven initiative will encourage persons to nominate their Barbadian frontline heroes currently working through the pandemic with outstanding stories. Submissions will be open for a period of three weeks ending on May 22<sup>nd</sup> with the winning entries going forward to be judged by a panel.

Speaking on the motivation behind the initiative, Symmonds said “Health care and law enforcement workers have been on the frontline throughout Barbados’ battle with COVID-19, tasked with the heavy responsibility of caring for the country’s sick, and maintaining law and order. Safety is a critical core element of the Barbados brand, and both healthcare workers and law enforcement have been at the forefront of ensuring the safety and care of all Barbadians over the past few weeks.”

## **Entry process**

There are four ways to nominate someone:

1. Social media photo entry of yourself making the heart symbol with your hands on Instagram or Facebook, along with a caption telling us how your nominee has gone above and beyond.
2. Social media video entry on Instagram or Facebook telling us how your nominee has gone above and beyond.
3. Website entry on [www.wecare246.com](http://www.wecare246.com).
4. Letter entry telling us your nominee's story in no more than 100 words.

The social media promotional hashtag is #wecare246.

Full details are available at [www.wecare246.com](http://www.wecare246.com).

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## **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.