



## FOR IMMEDIATE RELEASE

Contact: Christel Coïta  
T: 212-745-0970  
E: [christel.coita@franceguide.com](mailto:christel.coita@franceguide.com)

Steve Bennett, SBPR Corp  
T: 954-566-1522  
E: [Steve@SBPRcorp.com](mailto:Steve@SBPRcorp.com)

## MARTINIQUE CALENDAR OF EVENTS – 2010

*Fun-filled events blossom throughout the year on the 'Isle of Flowers'*

**NEW YORK, NY – October 20, 2009** – Like any très chic exotic beauty, Martinique enjoys an active and exciting social schedule year after year. Of course 2010 is no exception, with a series of unique cultural, sporting and music events planned to delight visitors and locals alike. Among the more prominent events taking place in Martinique in 2010 are the following:

### February 14-17 – Carnival

From Rio to Trinidad to New Orleans, the world's most celebrated pre-Lenten Carnival fetes all pale in comparison to Martinique's Carnival in one key area – length. Each year as revelers in other Carnival hot spots wind down with the close of Shrove Tuesday, the party in Martinique keeps going, reaching a decadent climax on one of the most solemn days on the Christian calendar, Ash Wednesday. The fitting theme for Martinique's "bonus" days of revelry – "Rejoice Today, Repent Tomorrow."

### May 2010 – May in Saint Pierre

Formerly known as the *Paris of the Caribbean*, the northern coastal town of Saint Pierre was instantly transformed into the *Pompeii of the Caribbean* when on May 8, 1902 Mount Pelee erupted. Out of the centuries-old destruction Saint Pierre has emerged a quaint yet vibrant town, offering visitors a unique view of the island's storied past. The May in Saint Pierre event commemorates the anniversary of the eruption with a series of lectures, presentations and guided tours offering greater insight into this historic event.

### May – Sainte Marie Culinary Week

Martinique shares, with distinctive panache, mainland France's love for gastronomy. One of the best expressions of this passion occurs each year during Sainte-Marie Culinary Week, a weeklong festival celebrating Martinique's unique gastronomic heritage and traditions. At the center of the festivities is a cooking competition. Each year, several local food products are chosen for competing chefs to use as the centerpiece of their culinary creations. The competition extends throughout the week, with special dinners, cooking demonstrations, a street fair and more providing an in-depth introduction to Martinique's culinary scene.

### June 21 – Fête de la Musique

Some of the world's greatest musical forms hail from the Caribbean, with reggae (Jamaica) and calypso (Trinidad) the most widely known, but true music lovers know that Martinique also ranks among the music capitals of the region. Martinique is the birthplace of Zouk, a rhythmic music developed in the 1980's through a mix of many different styles, including compas, balakadri, cadence and bal granmoun, mazurka and biguine, French and American pop, and kadans, gwo ka and other indigenous styles. La Fête de la Musique is a celebration of Martinique's rich musical tradition with free concerts performed in the streets throughout the island.

### July – 26th Tour des Yoles Rondes

Carnival and sea are brought together for a celebration unlike any other during Martinique's famed Yawl Boat Race (Tour des Yoles Rondes). Held each summer over a one-week period, the Yawl Race attracts local and international yachtsmen skilled in sailing traditional yawl boats for a race around the island. The race is contested in stages with throngs of locals and visitors crowding the shores to cheer on the racers. Carnival-style celebrations punctuate each day's victory earned along the way, while on the high seas hundreds of yachts, catamarans, speedboats, and other private vessels trail the racers, partying along the way.

-- more --

**July – Le Tour de Martinique**

Le Tour de Martinique is a smaller version of the famed Le Tour de France bicycle race. Just like its larger cousin, Le Tour de Martinique is held each summer and features an international field of riders competing in stages. The race reaches virtually every corner of the island, with fans and spectators lining the day's route to offer cheers and support.

**November – La Belle Martinique**

Less competitive than Le Tour de Martinique, this amateur cycling race is ideal for recreational riders seeking an alternate way to tour *The Isle of Flowers*. Local as well as visiting riders participate annually, with crowds lining the course each day.

**December – Martinique Jazz Festival**

The Caribbean's longest running jazz festival, the Martinique Jazz Festival has long provided a showcase for local and international artists to share their talents with a lively and appreciative crowd of music lovers from all corners of the globe. Jazz luminaries who have performed at the Martinique Jazz Festival in years past include the Marsalis brothers, Dee Dee Bridgewater, Paquito d'Rivera, Chucho Valdes, and many more.

**About Martinique ([www.martinique.org](http://www.martinique.org))**

*The Caribbean island with French flair, The Isle of Flowers, The Rum Capital of the World, The Isle of the Famed Poet (Aimé Césaire)* – by any one of its many names Martinique remains one of the most alluring and enchanting destinations in the world; as unforgettable as a summer romance or a first kiss. Named "Best Gourmet Island of the Year 2008" by *Caribbean World Magazine*, Martinique is an overseas region of France that stirs the passions with distinctive culinary delights, awe-inspiring natural beauty, a rich cultural history, warm smiles and so much more. Napoleon's bride, Empress Josephine, was born and raised here. The Pompeii of the Caribbean, St. Pierre, is found here. The finest French products, from Chanel fashions to Limoges porcelain, are readily available here. *La Route des Rhums*, a tour of the world's finest rum distilleries based on France's famed *Route des Vins*, is offered here. A special place, to be sure, with so much to offer – Martinique c'est magnifique!



For more information, contact the Martinique Promotion Bureau /CMT USA, 825 Third Ave, 29<sup>th</sup> Floor, New York, NY 10022 – Tel: 212 838 6887 - Fax: 212 838 7855 – Email: [info@martinique.org](mailto:info@martinique.org) – Web: [www.martinique.org](http://www.martinique.org).

# # #