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MRS. MADELEINE JOUYE DE GRANDMAISON, CHAIRWOMAN OF THE MARTINIQUE PROMOTION BUREAU

NEW YORK, NY – October 17, 2006 – Mrs. Madeleine Jouye de Grandmaison serves as Chairwoman of the Martinique Promotion Bureau. In this capacity, Mrs. de Grandmaison holds responsibility for renewing, invigorating and protecting the destination's image, developing new markets, revitalizing the tourism industry and developing a sustainable tourism product that will benefit Martinican's economy.

A well-known figure on the international tourism scene, Mrs. de Grandmaison was designated as a member of the French National Council for Tourism by the French Minister of Tourism in July 2006.

Dynamic, accomplished and highly respected, Mrs. de Grandmaison has served her home island of Martinique as an elected Regional Counselor for nearly 25 years. Today she is the 5th Vice-President of the Regional Council, a capacity in which she has successively held the position of chairperson for several commissions crucial to the economic development of Martinique, including Culture, Youth and Sports; Tourism; Culture & Environment; and Culture, Youth and Associations.

Among her most notable achievements during her lengthy career in public service, Mrs. de Grandmaison is credited with developing the Martinique Master Plan for Physical Planning and Water Management. At the heart of this landmark achievement, which is right in line with Mrs. de Grandmaison's deep personal commitment to water and the environment, is a plan for sustainable and integrated management of Martinique's water supply/resources and the environment for the next 15 years.

Independent of her professional duties, Mrs. de Grandmaison has founded several important events, organizations and attractions benefiting Martinique, its citizens and visitors to the island. Convergence, a cultural and sports event, was started by Mrs. de Grandmaison in 1990.

Grandmaison also led the development of Les Ombrages, a botanical sanctuary and trail located in the heart of the Ajoupa Bouillon forest, and she founded the Northern Martinique Rural Tourism Committee.

For more information and free brochures on Martinique, please contact the Martinique Promotion Bureau/CMT USA, 444 Madison Avenue, 16th Floor, New York, NY 10022 – Tel: (212) 838 7800 ext. 228 – Fax: (212) 838 7855 – Email: press@martinique.org – Web site: www.martinique.org.

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