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MARTINIQUE SALUTES PRESIDENT OBAMA, NAMING STREET IN HIS HONOR

Rue Obama extends from the heart of the picturesque city of Le Diamant to the sea

NEW YORK, NY – January 2X, 2009 – The French Caribbean island of Martinique has commemorated Barack Obama’s historic ascension to the presidency of the United States by naming a street in his honor. The newly dubbed *Rue Obama* extends from the heart of the picturesque city of Le Diamant, located along the island’s pristine southern coast, to the sea. Fittingly, the street measures 144 meters for the 44th President of the United States.

Muriel Wiltord, director Americas for the Martinique Promotion Bureau/CMT USA, commented on the designation, stating: “Here in Martinique, as in other communities around the world that boast a predominantly African heritage, we are extremely proud and excited about President Obama’s victory. Our own Aimé Césaire was a crusader for Civil Rights in the Caribbean and Europe on a comparable level to great American leaders like Martin Luther King, so for us the victory is all the more sweet. Our hats go off to Gilbert Eustache, Mayor of Le Diamant, for leading the street-naming effort, giving voice to the pride shared by all Martinicans at this touchstone event that brings us one large step closer to realizing the brighter tomorrow that Césaire and others fought their whole lives to achieve.”

Martinique’s favorite son, Aimé Césaire is widely hailed as a principal crusader for civil rights within the Caribbean, Africa, Europe, and beyond through his writings and in his 55 years serving as Mayor of Martinique’s capital, Fort-de-France. Most notably, he is credited with developing “la negritude,” an artistic and cultural movement designed to encourage black youths to maintain a positive racial identity.

Césaire passed away in April 2008 at the age of 94.

About Martinique (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. Martinique is an overseas region of France, and in keeping with its traditions, this vibrant island stirs the passions with awe-inspiring natural beauty, a rich cultural history, distinctive culinary delights, 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!



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