

GRENADA

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PRESS RELEASE

September 9, 2010

FOR IMMEDIATE RELEASE:

GRENADA BOARD OF TOURISM ANNOUNCES APPOINTMENT OF A HEAD OF MARKETING

(St. George's) The new Head of Marketing of the Grenada Board of Tourism is Ms. Margaret Epps, who brings to the organization a core of competencies that include marketing, trade show and event management, e-mail marketing, public relations, training, brand creation and recognition, among other skills and attributes.

Ms. Epps is the holder of a Masters Degree from the prestigious American University in Cairo, Egypt, and a Bachelor's Degree from Hampton University in the USA. She joins the Grenada Board of Tourism after serving with distinction for four (4) years as the Caribbean Marketing Specialist for Tropical Shipping, where she was successful in ensuring that company's visibility through the use of traditional and contemporary marketing techniques, company sponsorships, and corporate citizenship programmes. Her experience also includes teaching and lecturing assignments in Africa, Europe and the Caribbean.

As Head of Marketing, Ms. Epps will preside over all matters relating to Grenada's desire to augment its position within the important source markets of Europe, North America and the Caribbean.

The Chairman, Directors, and staff of the Grenada Board of Tourism warmly welcome Ms. Epps and wish her success in all her areas of responsibility.

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