



CARNIVAL QUEENS REPRESENT PURE GRENADA BRAND

ST. GEORGE'S, GRENADA, August 5, 2014 – GIS: The Grenada Tourism Authority (GTA) continues its partnership with the Spicemas Corporation (SMC) to support the National Carnival Queen Show. The seven contestants were given an interactive workshop that educated them on Grenada's tourism sector, the functions of the GTA, as well as an understanding of the destination brand *Pure Grenada - The Spice of the Caribbean*.



Each contestant represents an aspect of the tourism product:

- Pure Reefs - Ebony Telesford
- Pure Discovery - Nikita McVean
- Pure Living - Michelle Wiltshire
- Pure Sailing - Daneille Douglas
- Pure Spice - Aria Francis
- Pure Adventure - Renisha Wells
- Pure Rhythms – Kesha McLeod

As the queen contestants parade in their costumes, swimwear, and evening wear and present their platform speeches, they will also feature elements of tourism on the evening of 7th August, 2014 at the National Stadium.

The winner of the National Carnival Queen Show will be a local tourism ambassador who will assist in one of the GTA's objectives to build tourism awareness and appreciation within the tri-island state through the Domestic Marketing Programme.

The National Carnival Queen Show is part of the "Pure Grenada" product as it showcases the talent, beauty, and creativity of the people of Grenada.

--

Government Information Service

Grenada

Ministerial Complex

Botanical Gardens, Tanteen, St. George.

Telephone: 1 473 440 2061

Emails: gisgrenada@yahoo.com, gis10grenada@gmail.com

FaceBook: <http://www.facebook.com/pages/Government-Information-Service-Grenada/124679667715950?ref=hl>