

# JAMAICA TOURIST

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## THE AMERICAN FRIENDS OF JAMAICA

### A LEADING PHILANTHROPIC ORGANIZATION DEDICATED TO THE PEOPLE OF JAMAICA

The AFJ is an international non-profit organization whose mission is to provide aid to Jamaica in the areas of education, healthcare and economic development. For the past 25 years, the organization has been at the forefront of philanthropy dedicated to the island. It strategically connects resources, cash and kind from North America and supports local organizations making an impact.

The AFJ will host its silver anniversary celebratory benefit gala and auction sponsored by the Palmyra Resort & Spa at Cipriani 23rd St. in New York on Thursday October 19, 2006 at 6:30 p.m. "The Palmyra shares the American Friends of Jamaica's passion for the island's renaissance, and we are excited to sponsor this gala and help promote the ongoing development of Jamaica," said Bob Trotta, developer of The Palmyra. Acclaimed actor Delroy Lindo will emcee the event and Jamaican Prime Minister Portia Simpson-Miller will serve as the guest of honor.

The American Friends of Jamaica history dates back two and a half decades. Founded in 1982 by a handful of Jamaican and American figures who loved Jamaica and wanted to see it prosper, the organization has created a legacy of philanthropy committed to the people of Jamaica. Former US Ambassador to Jamaica, Glen Holden, AFJ President since 1997 adds, "the original mandate was aimed at bettering the lives of the Jamaican people and we continue to do so 25 years later." Since inception the AFJ has donated close to \$11 million to Jamaica charities. In 2006, 15 grants were awarded to organizations including the Jamaican Ministry of Education, the Jamaica Society for the Blind and Hanover Charities with a variety of projects ranging from advancing literacy, entrepreneurial training, to healthcare access.

American multinational corporations with commercial interests in Jamaica, American winter residents, members of the diplomatic corps, diaspora members and other friends of Jamaica help serve as the basis for the AFJ. Each year the AFJ raises funds through its Charity Gala and distributes its grants at a luncheon hosted by the United States Ambassador to Jamaica in Kingston. Past Gala honorees have included Ralph and Ricky Lauren, Jamaican-born billionaire and philanthropist Michael Lee-Chin, Harry Belafonte, and, in 2006, cultural entrepreneur Chris Blackwell. AFJ also fundraises through individual giving and partnerships with corporations and foundations such as the Tiger Woods Foundation, Jockey International, GraceKennedy Limited and Western Union International. As a facilitator of funds, the AFJ enables persons interested in leaving a lasting legacy to make gifts to charitable causes in Jamaica. AFJ Executive Director Keisha Phipps adds, 'we invite you to join us as we achieve results in the sectors we serve. If there is a cause you are passionate about, a community you operate in, let's partner on making a difference and changing lives.'

The AFJ is led by a committed Board of Directors of Americans including James A. Cada, Sylvia and Sydney Engel, Dr. Wilfred G. Gooden, Manuela Goren, Monica Ladd, Lorraine Lorenc, Mrs. Guy T. Stewart II, Becky Stockhausen, Dr. Laura Tanna, Lacy A. Wright, Jr. and Executive Director Keisha Phipps. For more information visit [www.theafj.org](http://www.theafj.org), email [info@theafj.org](mailto:info@theafj.org) or call 212-626-6883.

## THE AMERICAN FRIENDS OF JAMAICA CELEBRATES CULTURAL ENTREPRENEURSHIP



Chris Blackwell to receive the International Humanitarian Award for his work developing Jamaica's cultural industries as a tool of development

While Chris Blackwell is best known as the man who discovered and introduced Bob Marley and the Wailers to an international audience, few know of his broader contribution to the development of Jamaican culture. Beginning in the 1960s with the wildly influential Island Records, and continuing to his development of environmentally responsible, sustainable, and culturally relevant tourism through Island Outpost and Resorts, to his work in film with Palm Pictures, Blackwell has had a profound influence on Jamaica's cultural and economic life.

Island Records was named for and is closely associated with Jamaica, but the label's music spans a variety of genres. Over the years, its roster has included pop and rock superstars U2, Robert Palmer and Steve Winwood, as well as reggae legends Jimmy Cliff and Bob Marley. While spanning multiple musical styles and industries, throughout his five decades as a successful cultural entrepreneur, one thing remains the same, Blackwell's gift for tapping into what's popular in culture. Island's first hit, in 1964 was the infectious pop single "My Boy Lollipop" by an unknown Jamaican teenaged singer named Millie.

Still, Blackwell's biggest and most enduring cultural impact came out of his devotion to the nurturing of Jamaican cultural icons. In addition to bringing Bob Marley and the Wailers to international audiences, in 1971 Blackwell produced what remains the most popular Jamaican film in history, *The Harder They Come*, starring Jimmy Cliff.

More recently, Chris Blackwell has expanded his focus to projects with even broader potential for impact on Jamaica, with the development of a collection of boutique destination resorts in Island Outpost. Each resort is unique, but they share an understated shabby chic sensibility and deep cultural ties.

Chris Blackwell will be honored with the American Friends of Jamaica, 2006 International Humanitarian Award which will be the centerpiece of the American Friends of Jamaica's premiere fundraising event on October 19, 2006 at Cipriani 23rd St, New York.

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