



Caribbean Coalition Network of Montreal



Key partners:



Dawn
McNichols



FOR IMMEDIATE RELEASE – Friday, April 12, 2024

We are pleased to announce that the **Caribbean Coalition Network of Montreal (CCNM)** has been granted the permit from the City of Montreal for this year's Caribbean Carnival. This year is an important one as it marks 50 years of Carnival, 2024 marks its 50th anniversary in Montreal. The name of the event, which includes 4 activities, is the **MONTREAL CARIMAS FESTIVAL**.

The Caribbean Coalition Network of Montreal accepted to produce the festival as a continuation of its commitment to celebrating and promoting Caribbean culture in the city. The festival serves as a platform to showcase the vibrant traditions, music, dance, food, and artistry of the Caribbean community. By organizing Carimas, CCNM aims to create opportunities for cultural exchange, foster community pride and unity, empower youth, and celebrate the rich diversity that enriches Montreal's cultural landscape. Additionally, Carimas provides a space for people from all backgrounds to come together, learn from one another, and celebrate the shared heritage and contributions of the Caribbean diaspora to Montreal's multicultural fabric.

Carimas Festival is comprised of 4 different aspects that include: 1) **two pageants** for pre-teens, teenage girls and young adults, 2) a **kiddie's/junior carnival** (Petit Carimas), 3) the **street parade** (Carimas) and 4) the **cool down and show in the park** (Carimas Sizzle). All events will happen over a one-month period beginning with the pageant in June and ending with the Sizzle. We look forward to your participation and contributions to making this rebranding of Carnival in Montreal a success!

We are pleased to announce that we have been working, for the past 9 months, in collaboration with the following talented individuals and organizations. **Dawn McNichols**, who along with her team, is responsible for the Pageant and Queen show. **Jason Forbes, Tanisha Collins, and Tammy Terrell** who make up the YUL Cultural Association and they have responsibilities for the Petit Carimas and Carimas street parades. Joining us, with responsibilities for sponsorship and marketing, are **Malik Shaheed and Rickey Daley of Rickey D. Events** and their team. Lastly, we have **321 Data Pro** who will be responsible for funding and digital footprint. There are several other parties who are collaborating in other ways on the project, and they will be named later.

The dates of the various events will be released shortly; however, the date of the parade and the Sizzle is **SATURDAY, JULY 6, 2024**. The park for the Petit Carimas and that of the Sizzle will be announced in due course along with the exact routes. Days before the parade the bands and participants will be released to the public. A press conference will be held at the Jamaica Association within the next few days with the aims to announce more information, to publicly introduce the members of the team, to launch our funding initiative with the goal of amassing \$75K and to showcase our social media platforms.

While the Caribbean Coalition Network of Montreal is the lead organization on this project, all community organizations are invited to participate in the street parade to showcase unity. For more information, please contact our CCNM spokesperson, **Kris Bennett**, at CARIMASMONTREAL@GMAIL.COM or by phone at **438-488-2808**.

Juleen Barrington, President
Antigua and Barbuda Association of Montreal

Cynthia Waithe, President
Barbados House Montreal

Ketlyn Maitland-Blades, President
Dominica Island Cultural Association of Montreal

Leebert Sancho, President
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