

**Media Contacts:**

Jennifer Johnson / Cherise Stevens  
Cheryl Andrews Marketing Communications  
Phone: 305.444.4033  
E-mail: [Jennifer@cam-pr.com](mailto:Jennifer@cam-pr.com) / [Cherise@cam-pr.com](mailto:Cherise@cam-pr.com)

**TRINIDAD & TOBAGO GEARING UP FOR 'THE GREATEST SHOW ON EARTH' WITH BAND LAUNCHES**

*Themes and costumes take center stage and preparations begin for the 2017 Carnival season*

**PORT OF SPAIN, Trinidad – July 21, 2016** – In [Trinidad & Tobago](#), there are two seasons - Carnival and getting ready for Carnival. Trinidad Carnival, the world's largest street party, is already on the mind of revelers across the globe as the masquerade bands launch their costume themes for 2017. Amidst enthusiastic fans dancing to the beat of the hippest soca tracks, band launches have become a staple event on Trinidad's cultural calendar, heralding the start of Carnival "prep" season. Queen's Park Savannah, local arenas and hotel poolside lounges are jam-packed with anxious party-goers, waiting to catch a first glimpse of what they will wear or see on the streets of Port of Spain, February 27 and 28, 2017.

[Tribe](#) and [Bliss](#) have already launched their costume themes earlier this month. Some of the other popular bands are carded to launch on the following dates:

July 22 – [Passion](#)

July 23 – [Fantasy](#)

July 23 – [Ronnie and Caro](#)

August 6 - [Yuma](#)

For a full listing of Trinidad Carnival band launches, [click here](#).

Carnival festivities will officially begin just after Christmas and continue until Ash Wednesday, with the main events taking place on February 27 and 28, 2017. The explosive celebration attracts thousands of travelers from across the world every year to observe and participate in the cultural events and festivals. An eruption of color, music, revelry and imagination, Trinidad's Carnival is full of high energy parties and cultural competitions for weeks. For more information on Trinidad & Tobago, visit [www.gotrinidadandtobago.com](http://www.gotrinidadandtobago.com).

**About Trinidad & Tobago**

Home to the largest Carnival celebration in the Caribbean, Trinidad & Tobago is the southernmost Caribbean nation located seven miles east off the Venezuelan coast. Ranked the happiest nation in the Caribbean by the United Nations' [World Happiness Report](#), in 2013 and 2015, the destination's distinct and harmonious blend of cultures, eclectic cuisine and eco-adventure activities continue to attract

travelers of all ages to its shores. Birthplace of the limbo and the world famous steelpan, the only acoustic instrument invented in the 20<sup>th</sup> century, as well as a diverse mix of monthly [festivals and events](#), it's little wonder that Trinidad is known as the 'cultural capital of the Caribbean.' Sister island Tobago offers a quintessential Caribbean vibe with secluded beaches, quaint villages, private villas and award-winning environmental treasures. Tobago is home to the largest brain coral in the Western Hemisphere and the oldest protected reserve in the Western hemisphere, The Main Ridge Rainforest. Come explore Trinidad & Tobago - the true Caribbean. For more information on Trinidad & Tobago, visit [www.goTrinidadandTobago.com](http://www.goTrinidadandTobago.com) or [www.visittobago.gov.tt](http://www.visittobago.gov.tt).

# # #