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Media Contact:

Jennifer Johnson
Cheryl Andrews Marketing Communications
305-444-4033
Jennifer@cam-pr.com

**“Hear the Song of Trinidad” Feature Article Wins Top Awards During
Caribbean Week New York**

*National Geographic Traveler story spotlighting the sounds of Trinidad’s Carnival and
birding took top Caribbean Media Awards honors*



Coral Gables, FL – June 12, 2017 – A 14-page *National Geographic.com* article, [Hear the Song of Trinidad](#), that compared the unmistakable sounds of Trinidad & Tobago’s annual cultural event, Carnival and *birdsong*, the musical vocalization of Trinidad’s other famous feathered residents, was recognized by the Caribbean Tourism Organization (CTO) with the top award in the categories of *Best Online Feature* and overall winner across all categories, *Best of the Best*. The feature story was a direct result of a Cheryl Andrews Marketing Communications (CAMC) coordinated and Tourism Development Company Limited (TDC) hosted media visit for writer Eric Felten and photographer Aaron Huey, in February 2016.

The feature story provided readers with an in-depth behind-the-scenes look at the sights and sounds of Carnival and included video showcasing talented steelpan players, vibrant images of traditional costume masqueraders, the destination’s unique birding scene and the competitive spirit found with the participants and their supporters, both in birding and steelpan. Additionally, the article spotlights the history of Carnival and the relationship with the destination’s national instrument, steelpan.

Recognizing the importance of showcasing Trinidad & Tobago’s unique niche market offerings, the agency sourced and secured this targeted media opportunity that would expose two of the destination’s largest tourism attractions, Carnival and birding. This marked the second consecutive year Trinidad & Tobago secured two awards, a total of eight over the past six years, under the stewardship of the CAMC team led by account manager, Jennifer Johnson. During that time, the agency positioned Trinidad & Tobago as the “must-see” destination and “first-in-mind” choice for travel writers, editors, broadcast producers, bloggers and social media influencers reporting on consumer travel.

The Caribbean Media Awards for travel writers and photographers is an annual event that honors the media’s exceptional work promoting the Caribbean. These awards celebrate the best in print, broadcast and online placements as well as photography from international, US and Caribbean-based journalists that have capture the essence of the Caribbean.

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About Cheryl Andrews Marketing Communications

Cheryl Andrews Marketing Communications (CAMC) is a leading public relations firm that has specialized in travel, hospitality, luxury and real estate PR for Caribbean, Florida and Central American clients for more than 25 years. The company has built a reputation for results-driven quality service. CAMC is at the forefront of new media and has integrated social media into traditional campaigns for many of its resort and destination clients. Journalists look to the CAMC team for quick answers as they are viewed as experts in media relations and strategic hospitality brand management. Follow Cheryl Andrews Marketing Communications on [Twitter](#), [Facebook](#) and [Instagram](#), and visit <http://cherylandrewsmarketing.com/> for more information.

Image: Back row (from left to right): Satie Jamraj-Marimuthu, Ministry of Tourism; Councillor Nadine Stewart Phillips, Secretary of Tourism Culture and Transportation; National Geographic Magazine.