

FOR IMMEDIATE RELEASE



BARBADOS ANNOUNCES TITLE SPONSORSHIP OF NORTH AMERICAN CHAMPIONSHIP RACE WEEKEND

The island to partner with the 2011 Beneteau First 36.7 North American Championship in Toronto

Toronto, ON (May 31, 2011) – Barbados is the official title sponsor of the 2011 Beneteau First 36.7 North American Championship in Toronto, Ontario. This year's race, from September 8 to 11, marks the 10th anniversary of this North American Class Regatta event and is the first time it will be held in Canadian waters. The weekend will host multiple sailing races over four days and on-shore events including an evening celebration at the National Yacht Club on Friday, September 9, 2011 featuring Barbadian entertainment and a themed menu from the Caribbean's first and only Zagat rated island.

"It is our distinct pleasure to partner with the National Yacht Club for the 2011 Beneteau championship," said Cheryl Carter, Senior Business Development Manager for the Barbados Tourism Authority. "Barbados has long been a destination for sailors around the world and hosts a number of regattas and sailing events throughout the year. We look forward to celebrating our love and respect for sailing with Canadian and American yachtsmen, here on Lake Ontario on this the 10th anniversary of this wonderful event."

Sailing has been an integral part of Barbados' history and the tradition continues today with a robust calendar of events. The racing season in Barbados begins in January and continues with events every weekend throughout the summer including the **Mount Gay Regatta**, the highlight of the local sailing calendar, every May. With racing in peaceful blue waters, racing and cruising classes take to Carlisle Bay in this annual event. For an unusual challenge, the **Mount Gay Rum Round Barbados Race**, held on January 21, 2012 is the perfect event. This race introduces sailors to Barbados' diverse coastlines - through the rugged seas of the Atlantic Ocean on the east coast to the placid Caribbean Sea on the west coast - as they attempt to record the fastest time to sail around Barbados.

"We're delighted to have Barbados as the main sponsor of this prestigious event for the Canadian and international sailing communities," said Henry Piersig, Commodore at National Yacht Club. "Barbados has hosted many Canadian sailors over the years and we are pleased to welcome Barbados to the National Yacht Club as this relationship continues."

More information is available at www.2011beneteau367northamerican.com.

About Barbados

The island of Barbados offers the most authentic Caribbean experience with its exceptionally rich culture and history rooted in remarkable landscapes, including The Crane beach, St Philip voted one of the world's sexiest beaches for 2008 by Concierge.com. Barbados is the first and only Zagat-rated Caribbean island with numerous

internationally renowned chefs who masterfully put signature spins on local delicacies and traditions. Barbados is also an ideal stage for world-class events and has hosted numerous athletic championships, including the ICC Cricket World Cup Final 2007 and the 2006 PGA World Golf Championship-The Barbados World Cup. Accommodations range from picturesque plantation houses and villas to quaint bed and breakfasts to award-winning five-star resorts. The newly renovated Grantley Adams International Airport offers non-stop and direct service from Toronto daily on Air Canada and 9 times weekly in the winter and 2 flights weekly out of Montreal. WestJet commenced service November 2, 2009 with 5 flights weekly via Toronto. Barbados was voted #8 in the World by Trip Advisor's '2008 Travelers Choice Destination Awards' in its Top 100 Destinations category. Follow the Barbados beat and catch up on the latest news via the Barbados Facebook page at www.tinyurl.com/VisitBarbados and Twitter at www.twitter.com/barbados. For more information on travel to Barbados, visit www.visitbarbados.org or call 1-800-268-9122.

-30-

For further information, please contact:

Dagmara Grabowski

Weber Shandwick

DGrabowski@webershandwick.com

P: 416-642-7904