

FOR IMMEDIATE RELEASE

DIGICEL OFFICIALLY SPONSORS DOMINICA'S WORLD CREOLE MUSIC FESTIVAL

Roseau, Dominica – (October 6, 2023) Digicel Dominica recently presented a sponsorship check of EC\$251,000 to Discover Dominica Authority (DDA) during the latest press conference of the World Creole Music Festival. Mr. Victor Kovacs, Digicel's CEO, made the generous cash-and-kind sponsorship in support of the region's longest-standing celebration of the Caribbean's creole music culture.



CEOs of Discover Dominica Authority (L) and Digicel Dominica (R)

DDA is excited to continue its well-established partnership with this year's official WCMF headline sponsor. Other sponsors, such as the Fort Young Hotel and the National Bank of Dominica, also participated in the weekly press conference, shedding light on the festival and the exciting offerings for the season—including various opportunities to win sponsor prizes or avail of ticket specials.

Over the past weekend, the festival team conducted an extensive WCMF hype roadshow along the west coast to promote the 23rd edition of the World Creole Music Festival, featuring several sponsors. Ticket buyers had the chance to

win prizes by spinning the wheel or answering trivia questions, and sponsor giveaways were also distributed.

DDA partnered with Carib Beer for a 'Flash Mob,' enhancing ticket specials. Every Wednesday, listeners can tune in to their favorite local radio station for the WCMF trivia program, offering even more opportunities to win DDA and sponsor prizes. Additionally, stay tuned to our social media pages for upcoming promotional activities!

WCMF season tickets cost ECD400, while gate tickets will be sold at ECD450. Tickets can be purchased locally at Bull's Eye Pharmacy in Roseau, Portsmouth, and Grand Bay, as well as at

**DISCOVER DOMINICA AUTHORITY**

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Depex in Roseau and Portsmouth. For your convenience, online tickets can be purchased at www.dominicafestivals.com.

Discover Dominica Authority extends special gratitude to this year's World Creole Music Festival sponsors which include presenting sponsor, the Government of Dominica; headline sponsor Digicel; gold sponsor Tropical Shipping; bronze sponsor Kairi FM; corporate sponsors Belfast Estate (agent for BB RUM and Kubuli), L'Express des Iles, Petro Caribe, Coulibri Ridge, Cosmic Enterprises, Republic Bank, Intercontinental Cabrits Resort and Spa and DBS; business sponsors H.H.V. Whitchurch (agent for Carib Beer), DOWASCO, Pirates and Josephine Gabriel; accommodation partner Fort Young Hotel; and banking partner National Bank of Dominica.

For more information on *Dominica's World Creole Music Festival*, contact the *Dominica Festivals Committee* at (767) 448-4833/255-8221, visit the official website www.DominicaFestivals.com, or follow Dominica Fests on Instagram and Facebook.

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About Dominica's World Creole Music Festival: Dominica's World Creole Music Festival celebrates the creole culture and is held annually in October. It seeks to augment Dominica's creole month festivities and Independence celebrations as well as boost visitor arrivals to the island. The World Creole Music Festival features various musical genres to include reggae, zouk, kompa, cadence, bouyon, salsa, dancehall/hip hop, meringue, soukous, and zydeco. The festival is dubbed 'Three Nights of Pulsating Rhythms' for its wide repertoire of musical genres on showcase each night. Join us for the 22nd World Creole Music Festival: October 27 – 29, 2023.