

**FOR IMMEDIATE RELEASE**

**IGNITING THE SPIRIT OF DOMINICA: DDA OPENS 'MAS DOMNIK, THE REAL MAS' CARNIVAL 2024**

*An Unforgettable Fusion of Culture and Innovation in a Pioneering Trifest*

**ROSEAU, Dominica**, (January 5, 2024)- Discover Dominica Authority (DDA) is proud to announce the opening of Carnival 2024 in Dominica, themed "Mas Domnik, the Real Mas." This spectacular event will pulsate the heart of Dominica with rhythm and vibrant colors. Audiences will be captivated by a Trifest featuring a Street Parade, Stadium Field Crossing, and a Band Meet Band event.

Monelle Alexis, Communications and Public Relations Specialist for DDA is excited about the innovative features of this year's carnival. She expressed, "For the first time, we are introducing a Trifest that includes a Street Parade, Stadium Field Crossing, and a Band Meet Band event. The opening of Mas Domnik, the Real Mas promises an unforgettable experience for all attendees. This unique spectacle is a true embodiment of Dominica's vibrant spirit and rich cultural heritage. We are confident this year's Carnival Opening will leave a lasting impression on everyone's heart, setting a new standard for future celebrations."

The festivities commence at 3:00 pm on Saturday, January 6, 2024, with the Street Parade beginning on Dame Eugenia Charles Boulevard. The parade winds through vibrant streets, displaying Dominica's rich cultural heritage. At 5:30 pm, spectators can enjoy the Stadium Field Crossing, offering a unique perspective of the parade as it marches across the field. An opening ceremony also occurs at the stadium field, marking the official start of Mas Domnik 2024, the Real Mas.

The excitement continues at the stadium forecourt with the Band Meet Band event, featuring performances by renowned acts like Triple K International, Signal Band, and DJ Shax. Entry to the stadium is free for children 12 years and under, and \$15 for everyone else.



## DISCOVER DOMINICA AUTHORITY

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Over thirty (30) participating groups will bring the Real Mas theme to life, including bwa bwa, sensay, ATVs, business floats, pageant contestants, monarchs, bands, DJs, flag wavers, and lapo kabwits. The Dominica Festivals Committee anticipate the number of registered groups to increase before the close of today, Friday.

Parade participants are urged to gather near DBS Radio on Victoria Street at 1:00 pm on Saturday, January 6. The parade officially starts at 3:00 pm from the Dame Mary Eugenia Charles Boulevard.

The Carnival route takes the parade northwards along Victoria Street, onto Dame Eugenia Charles Boulevard, eastwards along King George V Street, northwards on Great George Street, eastwards on Riverbank, south onto Independence Street, east along Kennedy Avenue, and finally, onto the Windsor Park Sports Stadium. Road Marshals will be available at various points along the route to offer guidance, ensuring a safe and enjoyable experience for all participants.

The opening of Mas Domnik 2024, the Real Mas, is made possible by the generous support of sponsors, including the Government of Dominica, Flow Dominica, Belfast Estate, J Astaphans, and Co Ltd, and Fine Foods Inc. This vibrant celebration showcases the rich culture and traditions of Dominica and will captivate the hearts of locals and visitors alike.

For more information and updates, follow Dominica Festivals on Facebook @Dominicafests or call 448-2045.

For more information on Dominica, contact Discover Dominica Authority at +1 767 448 2045 or [www.DiscoverDominica.com](http://www.DiscoverDominica.com) follow Dominica on Twitter, Instagram, Facebook, and YouTube.

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### **About Dominica**

*Dominica (pronounced Dom-in-EEK-a), recently ranked by Forbes as a top travel destination for 2023, lies in the Eastern Caribbean between Guadeloupe to the north and Martinique to the south. Air travelers can connect to Dominica directly from Miami on American Airlines and make regional connections on Air Antilles, Air Sunshine, Coastal Air Transport, InterCaribbean Airways, LIAT, Caribbean Airlines, Silver Airways - (Code share: American Airlines, Delta, JetBlue), from the surrounding hubs of Antigua, Barbados, Guadeloupe, Puerto Rico, St. Maarten, St. Lucia, the British Virgin Islands, and the U.S. Virgin Islands. If traveling by sea, travelers may connect to Dominica on the L'Express des Iles ferry service from Guadeloupe, Martinique, and St. Lucia, and Val'Ferry from Guadeloupe and Martinique.*

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