

# ***THE SUNSHINE AWARDS***

***P.O. Box 3717, Teaneck, NJ 07666 \* (201) 836-0799 \* Fax (201) 836-4440***

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## ***News Release***

Contacts:

**Kanchan Paser: 646-468-6172**

**Holly Cooper: 917-597-3048**

## ***For Immediate Release***

# ***Carib Beer to Receive 2006 SUNSHINE Awards Corporate Award***

New Jersey, USA, September 28, 2006 ----- The Sunshine Awards organization and Cherry Lane Music Publishing Company, Inc. have announced that Carib Beer will receive the 2006 Sunshine Awards Corporate Award at the 18<sup>th</sup> Annual Sunshine Awards, which will take place on October 29, 2006 in New York City.

Carib Beer has been nominated for this prestigious corporate award because of its strong commitment to and support for Caribbean communities particularly in the areas of sports and culture. Carib Beer played an instrumental role in ensuring that the Caribbean was well represented at the recently concluded world cup soccer competition, and that the Trinidad and Tobago's Soca Warriors were able to be admirable ambassadors of the Caribbean region and Caribbean nationals living abroad.

Carib Beer has been a major sponsor of the Caribbean Cricket Series, Carnival, the International Game Fishing Tournament, the Caribbean Championship Stakes, and the Great Race. These events, while being highly competitive also play a major role in fostering a spirit of goodwill and harmony among the Caribbean islands. Carib Beer also sponsors many cultural programs involving the youth of the Caribbean.

In making this announcement, the Founder of the Sunshine Awards said, *“It is a pleasure to endorse Carib’s nomination for the 2006 Sunshine Awards Corporate Award. Carib’s involvement and participation in Caribbean sports and cultural activities is a great way to give back to the people of the region. When corporations give back to their customers/consumers they contribute to the value of society and enhance the perception of a better tomorrow. Carib is very deserving of this nomination.”*

The President of DCI Miami, Incorporated (the distributor of Carib Beer in the United States), Anthony N. Sabga III said, *“Carib Beer has always been strongly committed to and will continue to support the development of the arts and culture of our diverse and vibrant region. We are honored and humbled to be recognized in the same forum as the Caribbean’s great Irving Burgie.”*

The Eighteenth Annual Sunshine Awards is dedicated to the “Song of the Century, “Day-O” written by Irving Burgie whose catalogue of songs includes other popular Caribbean folksongs such as Jamaica Farewell, Island in the Sun, Yellow Bird, and Angelina, to name a few. Mr. Burgie is also the author of the National Anthem of Barbados, the birthplace of his mother.

Day-O was first released and made popular by Harry Belafonte on his 1956 album Calypso, which was the first album in the United States to sell one million copies. It was the number one album on the Billboard charts for thirty-two consecutive weeks, and remained on the charts for ninety-nine consecutive weeks. Day-O has also been recorded by many world- renowned performing artists, including Miriam Makeba, Caterina Valente, Patti Page, and Julio Iglesias. By 1983, over one hundred million recordings of the song had been sold.

In 1985, Day-O was featured on the “We are the World” telecast, and, in 1989, in the hit movie “Beetle Juice.” In 1977, NASA used Day-O as the wake-up call for the astronauts aboard the space shuttle Atlantis. Today, 50 years after its first recording, Day-O is still being used in many stadiums throughout the United States as a home town cheer. It is also part of the repertoire of the Barbados Dance Theatre, the Signal Hill Alumni Choir and the Jamaica National Dance Theatre Company.

The Eighteenth Annual Sunshine Awards will be held on Sunday, October 29, at the Sheraton New York Hotel in New York City. A number of world-renowned artists, including the Calypso King of the World, the Mighty Sparrow, the Jamaica National Dance Theatre Company, the Barbados Dance Theatre, and the Signal Hill Alumni Choir of Trinidad and Tobago will be performing.

This year’s program is sponsored in part by Hennessy, Carib Beer, New York Carib News, Travel Span Vacations, and RumJungle. Tickets for the black-tie event can be purchased by calling **201-836-0799, 718-528-6424** or by fax **201-836-4440**. Reservations can also be made by sending an email to [tickets@sunshineawards.com](mailto:tickets@sunshineawards.com).