

U.S. Department of Justice  
Washington, DC 20530

OMB NO. 1124-0002; Expires February 28, 2014

**Supplemental Statement**  
**Pursuant to the Foreign Agents Registration Act of 1938, as amended**

For Six Month Period Ending 3/31/13  
(Insert date)

**I - REGISTRANT**

1. (a) Name of Registrant (b) Registration No.

Missy Farren & Associates, Ltd. d/b/a MFA 5949

(c) Business Address(es) of Registrant

206 Bon Air Avenue, New Rochelle, NY 10804

2. Has there been a change in the information previously furnished in connection with the following?

(a) If an individual:

- (1) Residence address(es) Yes  No
- (2) Citizenship Yes  No
- (3) Occupation Yes  No

(b) If an organization:

- (1) Name Yes  No
- (2) Ownership or control Yes  No
- (3) Branch offices Yes  No

(c) Explain fully all changes, if any, indicated in Items (a) and (b) above.

**IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a).**

3. If you have previously filed Exhibit C<sup>1</sup>, state whether any changes therein have occurred during this 6 month reporting period.

Yes  No

If yes, have you filed an amendment to the Exhibit C? Yes  No

If no, please attach the required amendment.

<sup>1</sup> The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

Formerly CRM-154

FORM NSD-2  
Revised 03/11

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period?

Yes  No

If yes, furnish the following information:

Name	Position	Date Connection Ended
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(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes  No

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
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5. (a) Has any person named in Item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes  No

If yes, identify each such person and describe the service rendered.

(b) During this six month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes  No

Name	Residence Address	Citizenship	Position	Date Assumed
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(c) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes  No

If yes, furnish the following information:

Name	Position or Connection	Date Terminated
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(d) Have any employees or individuals, who have filed a short form registration statement, terminated their connection with any foreign principal during this 6 month reporting period? Yes  No

If yes, furnish the following information:

Name	Position or Connection	Foreign Principal	Date Terminated
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6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(b) of the supplemental statement?

Yes  No

If no, list names of persons who have not filed the required statement.

**II - FOREIGN PRINCIPAL**

7. Has your connection with any foreign principal ended during this 6 month reporting period? Yes  No   
If yes, furnish the following information:

Foreign Principal

Date of Termination

8. Have you acquired any new foreign principal(s)<sup>2</sup> during this 6 month reporting period? Yes  No   
If yes, furnish the following information:

Name and Address of Foreign Principal(s)

Date Acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principal(s)<sup>2</sup> whom you continued to represent during the 6 month reporting period.

The Cayman Islands Department of Tourism

10. (a) Have you filed exhibits for the newly acquired foreign principal(s), if any, listed in Item 8?

Exhibit A<sup>3</sup> Yes  No Exhibit B<sup>4</sup> Yes  No 

If no, please attach the required exhibit.

- (b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes  No

If yes, have you filed an amendment to these exhibits? Yes  No 

If no, please attach the required amendment.

<sup>2</sup> The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a)(9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

<sup>3</sup> The Exhibit A, which is filed on Form NSD-3 (Formerly CRM-157) sets forth the information required to be disclosed concerning each foreign principal.

<sup>4</sup> The Exhibit B, which is filed on Form NSD-4 (Formerly CRM-155) sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

**III - ACTIVITIES**

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement? Yes  No

If yes, identify each foreign principal and describe in full detail your activities and services:

The Foreign Principal is the Cayman Islands Department of Tourism. The Registrant provides public relations services to the Foreign Principal. The registrant drafts and disseminates press releases and facilitates the publication of travel-related articles which are designed to promote tourism to the Cayman Islands.

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity<sup>5</sup> as defined below? Yes  No

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

The Registrant's activities are political in nature only to the extent that they affect the public interest regarding the Cayman Islands Department of Tourism. The Registrant promotes tourism to the Cayman Islands by providing public relations services to the Cayman Islands Department of Tourism. The Registrant drafts and disseminates press releases, and facilitates the publication of travel-related articles in newspapers and magazines for the Cayman Islands Department of Tourism.

In order to provide such public relations services to the Cayman Islands Department of Tourism, the Registrant engages in contact with a variety of media sources on an ongoing, consistent basis. The nature of all such contact is solely that of speaking with journalists to facilitate the publication of press releases and articles to promote the Cayman Islands as a tourist destination. The Registrant has not arranged, sponsored, or delivered speeches, lectures, or radio and TV broadcasts in behalf of the Cayman Islands Department of Tourism.

13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits your foreign principal(s)? Yes  No

If yes, describe fully.

<sup>5</sup> The term "political activity" means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

**IV - FINANCIAL INFORMATION**

**14. (a) RECEIPTS-MONIES**

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes  No

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.<sup>6</sup>

Date	From Whom	Purpose	Amount
See attached:	Addendum I		

\$ 216,061.62

Total

**(b) RECEIPTS - FUNDRAISING CAMPAIGN**

During this 6 month reporting period, have you received, as part of a fundraising campaign<sup>7</sup>, any money on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes  No

If yes, have you filed an Exhibit D to your registration? Yes  No

If yes, indicate the date the Exhibit D was filed. Date \_\_\_\_\_

**(c) RECEIPTS-THINGS OF VALUE**

During this 6 month reporting period, have you received any thing of value<sup>9</sup> other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes  No

If yes, furnish the following information:

Foreign Principal	Date Received	Thing of Value	Purpose
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<sup>6, 7</sup> A registrant is required to file an Exhibit D if he collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising campaign. (See Rule 201(e)).

<sup>8</sup> An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fundraising campaign and transmitted for a foreign principal.

<sup>9</sup> Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) **DISBURSEMENTS-MONIES**

During this 6 month reporting period, have you

- (1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes  No
- (2) transmitted monies to any such foreign principal? Yes  No

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To Whom	Purpose	Amount
See attached:	Addendum II		

\$ 27,604.78

Total

**(b) DISBURSEMENTS-THINGS OF VALUE**

During this 6 month reporting period, have you disposed of anything of value<sup>10</sup> other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes  No

If yes, furnish the following information:

Date	Recipient	Foreign Principal	Thing of Value	Purpose
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**(c) DISBURSEMENTS-POLITICAL CONTRIBUTIONS**

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value<sup>11</sup> in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes  No

If yes, furnish the following information:

Date	Amount or Thing of Value	Political Organization or Candidate	Location of Event
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<sup>10, 11</sup> Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

**V - INFORMATIONAL MATERIALS**

16. (a) During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials?<sup>12</sup>  
 Yes  No

If Yes, go to Item 17.

(b) If you answered No to Item 16(a), do you disseminate any material in connection with your registration?

Yes  No

If Yes, please forward the materials disseminated during the six month period to the Registration Unit for review.

17. Identify each such foreign principal.

The Cayman Islands Department of Tourism

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes  No

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- Radio or TV broadcasts
- Magazine or newspaper
- Motion picture films
- Letters or telegrams
- Advertising campaigns
- Press releases
- Pamphlets or other publications
- Lectures or speeches
- Other (specify) \_\_\_\_\_

**Electronic Communications**

- Email
- Website URL(s): \_\_\_\_\_
- Social media websites URL(s): \_\_\_\_\_
- Other (specify) \_\_\_\_\_

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- Public officials
- Newspapers
- Libraries
- Legislators
- Editors
- Educational institutions
- Government agencies
- Civic groups or associations
- Nationality groups
- Other (specify) \_\_\_\_\_

21. What language was used in the informational materials:

- English
- Other (specify) \_\_\_\_\_

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes  No

*See Addendum III*

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act?

Yes  No

<sup>12</sup> The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

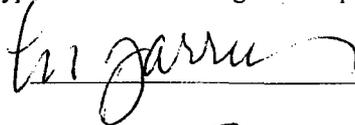
**VI - EXECUTION**

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

(Print or type name under each signature or provide electronic signature<sup>13</sup>)

4/15/13



Mary Farren

<sup>13</sup> This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

# **ADDENDUM I**

10:52 AM

04/03/13

**Missy Farren & Assoc., Ltd.**  
**Transaction List by Customer**  
October 2012 through March 2013

Type	Date	Num	Debit
<b>Cayman Islands D.O.T.#33-A</b>			
Payment	10/5/12	29144	38,355.55
Payment	11/16/12	29215	3,257.81
Payment	11/16/12	29249	3,702.24
Payment	12/14/12	29309	29,700.00
Payment	12/26/12	29337	29,700.00
Payment	1/14/13	29369	9,241.39
Payment	2/11/13	29477	32,617.00
Payment	2/15/13	29491	29,700.00
Payment	3/8/13	29561	29,700.00
Payment	3/18/13	29594	10,087.63

216,061.62

# **ADDENDUM II**

10:55 AM

04/03/13

Accrual Basis

**Missy Farren & Assoc., Ltd.**  
**Item QuickReport**  
**October 2012 through March 2013**

Type	Date	Num	Name	Amount
<b>Service</b>				
<b>Reimbursed Expenses</b>				
<b>Telephone/Internet</b>				
Invoice	10/24/12	5170SepExp	Cayman Islands D.O.T.#33-A	-640.27
Invoice	11/30/12	5217OctExp	Cayman Islands D.O.T.#33-A	-689.99
Invoice	12/31/12	5246NovExp	Cayman Islands D.O.T.#33-A	-715.46
Invoice	1/21/13	5290DecExp	Cayman Islands D.O.T.#33-A	-526.90
Invoice	2/20/13	5331JanExp	Cayman Islands D.O.T.#33-A	-816.75
Invoice	3/18/13	5378FebExp	Cayman Islands D.O.T.#33-A	-621.48
Total Telephone/Internet				-4,010.85
<b>Messengers</b>				
Invoice	11/30/12	5217OctExp	Cayman Islands D.O.T.#33-A	-11.99
Invoice	3/18/13	5378FebExp	Cayman Islands D.O.T.#33-A	-36.00
Total Messengers				-47.99
<b>Transportation</b>				
Invoice	10/24/12	5170SepExp	Cayman Islands D.O.T.#33-A	-7.70
Invoice	11/30/12	5217OctExp	Cayman Islands D.O.T.#33-A	-308.42
Invoice	12/31/12	5246NovExp	Cayman Islands D.O.T.#33-A	-14.20
Invoice	1/21/13	5290DecExp	Cayman Islands D.O.T.#33-A	-79.85
Invoice	2/20/13	5331JanExp	Cayman Islands D.O.T.#33-A	-377.81
Invoice	3/18/13	5378FebExp	Cayman Islands D.O.T.#33-A	-31.20
Total Transportation				-819.18
<b>Airfare</b>				
Invoice	11/30/12	5217OctExp	Cayman Islands D.O.T.#33-A	-1,741.08
Invoice	1/21/13	5290DecExp	Cayman Islands D.O.T.#33-A	-1,807.10
Invoice	2/20/13	5331JanExp	Cayman Islands D.O.T.#33-A	-377.20
Invoice	3/18/13	5378FebExp	Cayman Islands D.O.T.#33-A	-949.60
Total Airfare				-4,874.98
<b>Hotel/Gratuity</b>				
Invoice	10/24/12	5170SepExp	Cayman Islands D.O.T.#33-A	-1,202.84
Invoice	11/30/12	5217OctExp	Cayman Islands D.O.T.#33-A	-1,147.93
Invoice	2/20/13	5331JanExp	Cayman Islands D.O.T.#33-A	-57.50
Invoice	3/18/13	5378FebExp	Cayman Islands D.O.T.#33-A	-1,612.50
Total Hotel/Gratuity				-4,020.77
<b>Meals</b>				
Invoice	10/24/12	5170SepExp	Cayman Islands D.O.T.#33-A	-75.46
Invoice	11/30/12	5217OctExp	Cayman Islands D.O.T.#33-A	-265.32
Invoice	12/31/12	5246NovExp	Cayman Islands D.O.T.#33-A	-346.50
Invoice	1/21/13	5290DecExp	Cayman Islands D.O.T.#33-A	-299.87
Invoice	2/20/13	5331JanExp	Cayman Islands D.O.T.#33-A	-471.22
Invoice	3/18/13	5378FebExp	Cayman Islands D.O.T.#33-A	-116.36
Total Meals				-1,574.73
<b>Clippings (Burrelles)</b>				
Invoice	10/24/12	5170SepExp	Cayman Islands D.O.T.#33-A	-503.78
Invoice	11/30/12	5217OctExp	Cayman Islands D.O.T.#33-A	-1,304.47
Invoice	11/30/12	5217OctExp	Cayman Islands D.O.T.#33-A	-272.19
Invoice	12/31/12	5246NovExp	Cayman Islands D.O.T.#33-A	-568.65
Invoice	1/21/13	5290DecExp	Cayman Islands D.O.T.#33-A	-602.27
Invoice	2/20/13	5331JanExp	Cayman Islands D.O.T.#33-A	-623.15
Invoice	3/18/13	5378FebExp	Cayman Islands D.O.T.#33-A	-561.57
Total Clippings (Burrelles)				-4,436.08
<b>Media Measure (Burrelles)</b>				
Invoice	12/31/12	5246NovExp	Cayman Islands D.O.T.#33-A	-272.19
Invoice	1/21/13	5290DecExp	Cayman Islands D.O.T.#33-A	-275.82
Invoice	2/20/13	5331JanExp	Cayman Islands D.O.T.#33-A	-272.19
Total Media Measure (Burrelles)				-820.20
<b>Magazines/Research</b>				
Invoice	2/20/13	5331JanExp	Cayman Islands D.O.T.#33-A	-1,500.00
Total Magazines/Research				-1,500.00

10:55 AM  
04/03/13  
Accrual Basis

**Missy Farren & Assoc., Ltd.**  
**Item QuickReport**  
**October 2012 through March 2013**

Type	Date	Num	Name	Amount
<b>Supplies / Misc</b>				
Invoice	11/30/12	5217OctExp	Cayman Islands D.O.T.#33-A	-2,500.00
Invoice	3/18/13	5378FebExp	Cayman Islands D.O.T.#33-A	-3,000.00
Total Supplies / Misc				-5,500.00
Total Reimbursed Expenses				-27,604.78
Total Service				-27,604.78
<b>TOTAL</b>				<b>-27,604.78</b>

**Missy Farren Associates, Ltd.**  
**Registration #5949**  
**Supplemental Statement for 3/31/13**

**Media Representatives - Entertainment**

Meals	Date	Place	
75.46	9.26.12	Bar of Fifth, 400 Fifth Ave., NY 10018	Snacks with TODAY Show producer
8.70	10.14.12	JFK International Airport, Jamaica, NY 11430	Staff meal at airport
1.99	10.16.12	Miami International Airport, Miami, FL	Water for staff while traveling
134.75	10.16.12	Westin Hotel, West Bay Road, Grand Cayman	Dinner for staff while traveling in the Cayman Islands
10.12	10.18.12	Miami International Airport, Miami, FL	Staff meal at airport
9.93	10.18.12	Owen Roberts Intl Airport, Grand Cayman	Staff meal at airport
99.83	10.26.12	The Dutch, 131 Sullivan St., NY 10012	Lunch with New York Times writer
166.15	11.12.12	Blue Ribbon Sushi, 119 Sullivan St. NY	Lunch with Esquire magazine senior editor
180.35	11.30.12	Maialino, 2 Lexington Ave., NY 10010	Lunch with NY Magazine freelance writer
23.60	12.10.12	Bar Veloce East Village, 175 2nd Ave., NY 10003	Drinks and snacks with NBC producer
276.27	12.17.12	21 Club, 21 W. 52nd St., NY 10019	Lunch with Mark Orwoll from Travel + Leisure and The TODAY Show
37.57	1.4.13	Artisanal, 2 Park Ave, NY 10016	Drink and snack with Du Jour Magazine editor C. Novarro
4.55	1.17.13	JFK International Airport, Jamaica, NY 11430	Staff meal at airport
19.30	1.17.13	JFK International Airport, Jamaica, NY 11430	Snacks and water at airport for media traveling to Cayman Cookout
4.99	1.17.13	JFK International Airport, Jamaica, NY 11430	Water for media at airport traveling to Cayman Cookout
178.18	1.17.13	The Cracked Conch, West Bay, Grand Cayman	Lunch for media while at the Cayman Cookout event
11.93	1.18.13	Cayman Cabana, George Town, Grand Cayman	Drinks for media during the Cayman Cookout
81.65	1.20.13	Owen Roberts Intl Airport, Grand Cayman	Snacks and drinks for media at airport
133.05	1.23.13	Gotham, 12 E. 12th St., NY 10003	Lunch with departures magazine writer Amanada Friedman
39.21	2.6.13	Le Pain Quotidien, 10 Fifth Ave., NY 10011	Breakfast with NY Wine & Food Fest organizer
77.15	2.7.13	The Raines Law Room, 48 W. 17th St., NY 10011	Meeting with Saveur editor

**1,574.73**

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**Missy Farren Associates, Ltd.**  
**Registration #5949**  
**Supplemental Statement for 3/31/13**

**Travel Expenses**

<b>Airfares</b>	<b>Who</b>	<b>Travel dates</b>	<b>Where</b>	<b>Trip</b>
1,094.38	Lauren Ryback	10.14.12 - 10.18.12	Cayman Islands	Staff Travel to CIDOT global meetings
646.70	Agatha Capacchione	10.14.12 - 10.19.12	Cayman Islands	Staff Travel to CIDOT global meetings
866.05	Megan Warner	1.17.13 - 1.20.13	Cayman Islands	Staff travel to Cayman for Cayman Cookout event
941.05	Agatha Capacchione	1.17.13 - 1.20.13	Cayman Islands	Staff travel to Cayman for Cayman Cookout event
377.20	Jessica Battilana	1.16.13	Cayman Islands	Visiting journalist travel to Cayman for Cayman Cookout event
627.05	Agatha Capacchione	3.1.13 - 3.7.13	Cayman Islands	Staff travel to Cayman for global meetings
322.55	Lauren Ryback	3.3.13 - 3.9.13	Cayman Islands	Staff travel to Cayman for global meetings

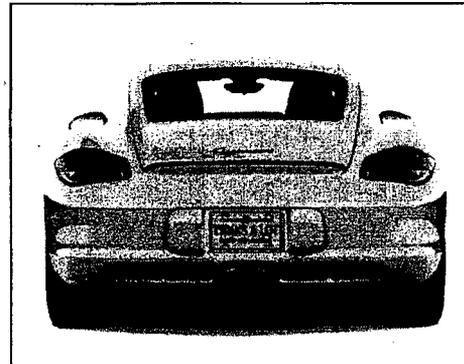
**4,874.98**

# **ADDENDUM III**



For more info please contact:  
Missy Farren & Associates, Ltd. (212) 528-1691  
Lauren Ryback, [lryback@mfa1td.com](mailto:lryback@mfa1td.com)  
Megan Warner, [mwarner@mfa1td.com](mailto:mwarner@mfa1td.com)

**WIN A PORSCHE CAYMAN WITH THE CAYMAN ISLANDS' NEW DIVE REWARDS PROGRAM "T'ANKS A LOT"**



**Grand Cayman, Cayman Islands, December 5, 2012** – The Cayman Islands is showing its appreciation for Dive Centre operators at the Dive Equipment and Marketing Association's annual trade show by launching a new dive rewards program, 'T'anks A Lot,' recognizing operators that show outstanding support for Cayman's dive industry. Renowned as the birthplace of recreational diving, the Cayman Islands is home to 365 diverse dive experiences and is lauded as the Caribbean's premier dive destination. Rewarding top-booking dive centre operators for sending clients to Cayman, the 'T'anks A Lot' program will offer monthly cash prizes and a chance to win the ultimate grand prize: use of a new 2014 Porsche Cayman for one year.

Dive centre operators can pre-register for the rewards program at DEMA, as well as on [www.divecaymanrewards.com](http://www.divecaymanrewards.com) leading up to the commencement of the program on Dec. 10, 2012. To enter, operators can submit their bookings to the website. The operator who sends the most divers to Cayman each month will receive \$365, reflecting the availabilities around Cayman as part of the Dive 365 initiative. Second place will receive \$250 and a third place winner will be selected randomly from all participating dive centres to receive \$100.

Additionally, the operator with the most bookings to Cayman between Dec. 10, 2012 and Nov. 5, 2013 will receive a trip for two to the Cayman Islands with air transportation on Cayman Airways and seven nights' accommodation. The Grand Prize winner, randomly selected from all entries, will drive away with a new 2014 Porsche Cayman. For each person a dive centre sends to Cayman between Dec. 10, 2012 and Nov. 5, 2013, they will receive one entry in the Grand Prize drawing, giving dive centres with less volume the chance to drive the Porsche Cayman for a year.

"The Cayman Islands is pleased to recognize our partners who consistently send divers to explore our seas," Premier McKeever Bush says. "With 365 different dives around all three Cayman Islands, one for each day of the year, Cayman continues to attract divers of all skill levels, thanks to operators."

"We're thanking the dive centre operators who drive dive business to Cayman by giving them a chance to drive a Porsche Cayman," Cayman Islands Director of Tourism Shomari Scott says. "We hope this inaugural year will prove successful and boosts operators' enthusiasm for all the Cayman Islands has to offer."

For rules and regulations on T'anks A Lot, accommodation, dining, technical diving, Dive 365 and more, visit [www.divecaymanrewards.com](http://www.divecaymanrewards.com). For more information on Cayman's dive destinations and dive-oriented vacations, visit [www.caymanislands.ky](http://www.caymanislands.ky).



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## NYC BLOGGERS GET A CHANCE TO TASTE THE FLAVOURS OF THE CAYMAN ISLANDS



**Grand Cayman, Cayman Islands, OCTOBER XX, 2012** – On October 23, the Cayman Islands showcased the flavours of Cayman to a lucky group of New York City bloggers during an exclusive dinner in collaboration with Snooth.com, a wine-focused social networking website. The Department of Tourism was proud to highlight its notable culinary scene to the New York audience and extend Cayman's presence to such an influential market.

Chef Niven Patel of Grand Cayman's renowned The Brasserie created a five-course menu, infusing Caribbean flavors with local ingredients and produce from New York, reflecting The Brasserie's commitment to local and sustainable food. Chef Patel sourced ingredients for the dinner from local city farmer's markets, butchers and fish markets. This philosophy, as exhibited by The Brasserie, is a growing trend in Cayman as of late. The decadent meal was accompanied by wine pairings from Snooth Editor-In-Chief, Gregory Dal Piaz.

Throughout the night, the bloggers captured the event, sharing pictures of the food and atmosphere with their impressive social media of followers while tweeting at the Cayman Islands and Snooth. All guests were truly impressed by what the Caymanian food culture has to offer and have communicated this to their wide-spread audience.

"The Cayman Islands was thrilled to be able to partner with Snooth.com to showcase Cayman's extraordinary culinary scene demonstrating the destination's commitment to sustainability," says Premier of the Cayman Islands, Hon. McKeeva Bush. "The dinner helped to achieve a maximum reach over social media spreading our way of life."

"With New York being Cayman's primary market for targeting travellers, we were honoured to be able to spread a little bit of Caymankind, sharing the flavours of our culture with a group of tastemakers in the Big Apple," says Shomari Scott, Director of Tourism for The Cayman Islands.

Located 480 miles south of Miami in the vibrant tranquillity of western Caribbean, this trio of tiny islands is a premier destination for discriminating travellers, honeymooners and families. World renowned for its idyllic beaches and diving spots, and recognized as a sophisticated, diverse financial centre, the Cayman Islands offer spectacular recreational opportunities along with warm, impeccable service. To learn more about the Cayman Islands, visit [www.caymanislands.ky](http://www.caymanislands.ky) or [www.divecayman.ky](http://www.divecayman.ky) or call your local travel agent.



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**For Immediate Release**

**CAYMAN ISLANDS FEATURED DESTINATION IN ENERGIZER, ORBITZ PARTNERSHIP**



**New York, New York, November 30, 2012** – The Cayman Islands are featured as the stunning backdrop of "Orbitz Originals: The Cayman Islands," a series of ten short films from Energizer and Orbitz highlighting the destination's many attractions while reinforcing brand alignment between Energizer's suite of Portable Power products and the act of booking travel at Orbitz.com. "Orbitz Originals: The Cayman Islands" is available exclusively at Orbitz.com/Energizer and offers an in-depth look at Cayman's famous locations, renowned culinary presence and unique culture.

From Camana Bay's world-class culinary offerings and the sounds of Cayman's Swanky Kitchen Band to the USS Kittiwake dive site and the untouched Cayman Brac, host and notable adventure travel expert Richard Bangs offers special insights into the Cayman Islands' prominent locations. Bangs has more than three decades of experience in adventure travel, exploring the first descents of over 35 rivers around the globe. He has published more than 1,000 magazine articles, 19 books and a score of documentaries.

Highlighting the cultural vibrancy of The Cayman Islands, Bangs visits the best restaurants, romantic spots, street food and more around all three islands. Viewers can find out why a Cayman fish fry is unlike any other in the world, check out a restaurant that is helping Cayman cement itself as the culinary capital of the Caribbean, or learn the history and culture behind Cayman's music scene. Viewers can also take a peek at the Cayman Islands' famous natural offerings, including snorkelling at Stingray City and hiking on Cayman Brac as well as learn about the many ecological efforts undertaken by the Cayman Islands to preserve its unique environment.

"Orbitz Originals: The Cayman Islands' presents an opportunity for further awareness of our unique offerings and our distinguished destination," Cayman Islands Premier McKeever Bush said. "We are delighted that our celebrated attractions, exceptional cuisine and distinctive culture will be featured alongside high-profile companies like Orbitz and Energizer."

Director of Tourism for the Cayman Islands Shomari Scott said these vignettes also present the opportunity for Cayman's lesser-known attractions to be highlighted. "It is wonderful that the secluded nature of Cayman Brac and local Caymanian food will be highlighted alongside popular attractions such as Stingray City. It provides an excellent opportunity for visitors, whether visiting for the first time or returning to our destination, to explore our undiscovered treasures."

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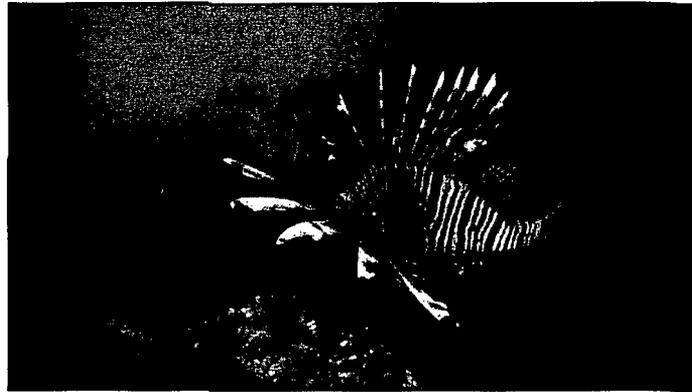
**About Orbitz.com**

Orbitz.com is a leading online travel company that enables travelers to search for and book an array of travel products and services, including flights, hotels, car rentals, cruises, and vacation packages. Since launching its website in June 2001, Orbitz.com has become one of the largest online travel sites in the world and has led the industry with innovations including the Orbitz Matrix Display and Orbitz Price Assurance. The Matrix Display revolutionized the way the travel industry displayed fares and makes it quick and easy for consumers to compare flights, rental cars and vacation packages. Orbitz.com also offers "Insider Steals," a weekly, members-only flash sale that provides exclusive deals of 50% or more off of handpicked hotels in top destinations around the world as well as "Mobile Steals," exclusive hotel deals of up to 50% off in the most popular destinations around the world, available to mobile consumers via [m.orbitz.com](http://m.orbitz.com) and the full suite of [Orbitz mobile apps](#). On Orbitz.com consumers can search a broad range of suppliers worldwide. Orbitz.com is owned by Orbitz Worldwide. Stay connected to Orbitz.com with sale alerts, exclusive promotions and engaging conversations by following Orbitz on Facebook, Twitter and the Orbitz Travel Blog.



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## THE CAYMAN ISLANDS ENGAGES DIVE TOURISM TO ASSIST WITH INVASIVE LIONFISH



**Grand Cayman, Cayman Islands, November 16, 2012** – The Cayman Islands is engaging the dive tourism industry in an effort to combat the invasive lionfish. In an unparalleled program, dive operators are providing tours to recreational divers to cull lionfish for availability at Caymanian restaurants, grocery stores and fish markets. Introduced to the region in the 1980s, the overpopulated lionfish has caused a severe imbalance in the Caribbean's ecosystem as it lacks a natural predator. Presented to the Dive Equipment & Marketing Association during its annual trade show, the initiative is making inroads in the Cayman Islands, with dive operators noting a reduction in lionfish presence over the past few years.

The lionfish culled from these excursions are sold to local markets and large grocers, as well as many restaurants around Cayman. The fish is a popular delicacy in the region and is considered authentic Caymanian cuisine. Michael's Genuine in Camana Bay was the first restaurant to start serving the fish and was quickly followed by others such as Papagallos, the restaurant at the Cobalt Coast Dive Resort, and Guy Harvey's Island Grill in Georgetown.

Dive operators in Cayman are also advocating for greater awareness of the dangers lionfish pose to the aquatic environment and are educating tourists and locals alike to efforts to manage the population. Divers who wish to participate in lionfish culling must attend a class on the sea creature. Additionally, the initiative is a collective, community initiative, with non-dive industries recreational diving to haul lionfish and helping supply on-island restaurants.

Through culling efforts, Caymanian operators are learning more about the creature and have seen a reduction in the numbers surrounding Cayman. Additionally, operators are reporting that predators are emerging in the region, ranging from eels to sharks to other types of fish.

"The Cayman Islands is committed to the education and management of lionfish in our marine environment," Premier McKeeva Bush said. "With the help of like-minded tourists, the threat of lionfish is being combated and maintaining the waters that have made Cayman a premier diving destination."

Cayman Islands Director of Tourism Shomari Scott said that the lionfish initiative is providing another reason for tourists to visit Cayman.

"As the birthplace of recreational diving, the pristine waters surrounding Cayman have been drawing divers for years. This initiative is an example of our dedication to sustaining the incredible aquatic environment with the help of the dive community," Scott said.

For more information on taking a dive trip to Cayman, visit [www.caymanislands.ky/divecayman](http://www.caymanislands.ky/divecayman).

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**DIVE 365 OPENS FINAL MOORING, OFFERING DIVERS A DIFFERENT DESTINATION FOR EVERY DAY OF THE YEAR**



**Grand Cayman, Cayman Islands, November 14, 2012** – The Cayman Islands is highlighting its unparalleled array of diving locations at the Dive Equipment and Marketing Association's annual trade show with its completed Dive 365 initiative. Featuring 365 diverse dive spots, Dive 365 opened its final mooring this month, indulging enthusiastic divers in Cayman's pristine crystal blue waters and spectacular underwater landscape, offering a new experience for each day of the year.

Since launching in 2008, the Dive 365 initiative has highlighted the Cayman Islands' dedication to providing divers with more opportunities while preserving the precious marine environment. Adding 68 new dive sites around Cayman, the initiative has aimed to alleviate the environmental impact of recreational diving at more popular sites while simultaneously offering divers the opportunity to immerse in Caymanian dive culture, opening up the lesser-known gems for safe public use. The 365 sites offer dives for all skill levels and, with new locations including secret spots of some of the destination's top dive masters.

The initiative has added several high-profile dive destinations over the years, including the Kittiwake, a former US submarine rescue ship sunk off the shores of Seven Mile Beach. Approaching the second anniversary of its sinking in January 2011, the Kittiwake is now an artificial reef, housing an abundance of spectacular marine life. Other dive attractions include the wreck of the Russian-built Cuban naval frigate 330 ft. M/V Captain Keith Tibbets off the coast of Cayman Brac and Little Cayman's legendary Bloody Bay Wall, a plunging coral wall with a sheer drop of more than 6,000 feet.

"Recognized as the birthplace of recreational diving, the Cayman Islands strives to continue to expand and diversify our dive offerings," Cayman Islands Premier McKeeva Bush says. "As the Caribbean's premier diving destination, we aim to sustain the environment that draws divers to our unique underwater landscape."

With 40 dive operators, a unique combination of deep wall and shallow reef diving, and a rich history, as well as year-round 80 degree water temperatures, Cayman Islands Department of Tourism director Shomari Scott says Cayman's dive program continues to cement the Cayman Islands as the top diving destination in the Caribbean.

"The Cayman Islands is the ultimate destination for divers of all skill levels, providing PADI-certified classes on-island, environmentally conscious dive spots worthy of both professionals and recreational divers, and a dive culture unique to Cayman" Scott says. "With 365 dive locations to offer, Dive 365 is an example of not only our commitment to providing new and challenging experiences to the dive community, but also our dedication to sustaining the environment crucial to our underwater playground."

For more information on diving in the Cayman Islands, please visit [www.caymanislands.ky/divecayman](http://www.caymanislands.ky/divecayman). To plan a dive visit to Cayman, visit [www.caymanislands.ky](http://www.caymanislands.ky).

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**CAYMAN ISLANDS, CHEF ERIC RIPERT TO HOST FIFTH CAYMAN COOKOUT**  
*Caribbean's Premier Culinary Event Returns in January 2013, Celebrating Food, Life and Luxury*



New York, NEW YORK, October 10, 2012 – Tickets are now available for the fifth annual Cayman Cookout, January 17-20, 2013, celebrating local, sustainable ingredients, approachable gastronomic techniques and Caymanian food culture. Brought to you by The Cayman Islands Department of Tourism, The Ritz-Carlton, Grand Cayman, and Food & Wine magazine this unparalleled epicurean event will take place from January 17-20, 2013. Guests will experience more tastings, demonstrations, tours, and dinners than ever before in the luxurious and intimate elegance of The Cayman Islands.

Hosted by Chef Eric Ripert, creator of The Ritz-Carlton, Grand Cayman restaurant Blue, this year's Cayman Cookout brings back Cookout veterans Anthony Bourdain and José Andrés while adding Eleven Madison Park's Daniel Humm, Paul Bartolotta, Manresa's David Kinch, Top Chef Canada's Dale MacKay, Spike Mendelsohn, and Spago's Sherry Yard. Food & Wine wine experts Ray Isle and Anthony Giglio will provide a world-class wine and spirit know-how to the event.

Guests will experience four days of foodie and travel indulgence with the ultimate culinary experience. Guests can delight in freshly caught seafood prepared on the beach overlooking the crystal blue Caribbean waters; celebrate Grand Cayman's outstanding dining options with chef collaborations; and glean knowledge from talks and demonstrations by culinary greats. Memorable events include a tell-all session with Chefs Eric Ripert and Anthony Bourdain, a Barefoot Barbecue where chefs and guests can get their ankles wet with water-located cooking stations, and a Caymanian beach party catered by the participating chefs. A detailed itinerary of events will be announced closer to the date.

"Cayman Cookout endures due to its exceptional presentation of the unique Caymanian culture, cuisine and lifestyle," Premier McKeever Bush says. "We hope that the warm, inviting atmosphere and outstanding fare continues to draw world-class chefs, sommeliers and visitors to The Cayman Islands."

Shomari Scott, Director of Tourism for The Cayman Islands, says that The Cayman Islands' idyllic beaches are the impeccable backdrop for a foodie's retreat. "Not only does The Cayman Islands provide exquisite dining opportunities, the destination itself makes for a relaxing vacation punctuated with wholesome, delectable cuisine in paradise."

For details on how to book a trip, visit [www.caymanislands.ky/cookout](http://www.caymanislands.ky/cookout), or to plan your advance scouting trip before Cayman Cookout, visit us at [www.caymanislands.ky](http://www.caymanislands.ky).

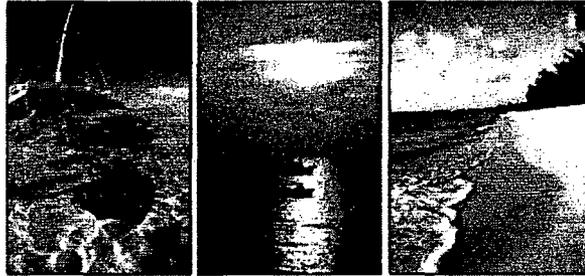
Frequently referred to as "the Culinary Capital of the Caribbean," the three Cayman Islands offer world-class hotels and elegant resorts, luxury condominiums and secluded villas, all with unsurpassed service, and an eclectic array of fine food options. With more than 150 restaurants, unwinding with a good meal in the Cayman Islands can include chic five-star dining as well as a more casual venue under the stars. From traditional Caymanian seafood, to Caribbean and Thai, Italian or New World, discerning diners are sure to find something to fit their taste.

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## CAYMAN ISLANDS TOURISM ARRIVAL STATISTICS EXCEED EXPECTATIONS 2012 Air Arrivals Best in 11 Years



**Grand Cayman, Cayman Islands, FEBRUARY 1, 2013** – Air arrival statistics released today by the Cayman Islands Department of Tourism confirm that 2012 registered the highest number of visitors to the Island in 11 years and air arrivals in December were the highest of any December in the last 12 years.

Speaking on the impressive positive trend which has been sustained over the past three years, Director of Tourism Shomari Scott explained that a total of 321,650 visitors had arrived by air in 2012, representing an increase of 12,558 persons or 4.1% over total air arrivals for the previous year. For the month of December 2012, air arrivals increased by 6.2% over 2011 to 35,408 stay-over visitors, which means that the Cayman Islands registered a positive increase in stay over visitors for 32 months out of the last 36.

Cumulatively, this dramatic growth represents a 17.3% increase over the past three years, which is a significant feat considering that travel patterns have still not returned to where they were prior to the impact of the global economic meltdown.

Referencing the results, Minister of Tourism, Hon. Cline Glidden expressed his delight and confirmed that the increase in arrivals was extremely gratifying, particularly in light of the tough economic conditions being experienced in our primary source markets over the past three years. "The continued growth in air arrivals highlights that the bold and proactive steps that were taken - such as realigning Cayman Airways to better service the industry and introducing new routes to boost capacity - are paying dividends."

Noting that the Cayman Islands is one of only a handful of Caribbean countries that saw such positive increases in air arrivals in 2010 and 2011 respectively, the Minister remarked that the continued growth registered by the Cayman Islands validated the hard work and spirit of partnership and collaboration that underpinned the results. "I am pleased to extend my congratulations to all concerned in bringing about these outstanding results and I trust that every effort will be made to sustain this positive trajectory in 2013" he stated.

The latest tourism figures clearly demonstrate that the Cayman Islands remains a sought after destination for families, divers, weddings and honeymoons and for those simply seeking sun, sea and sand.

Also expressing his delight at the end of year results, Mr. Scott confirmed that 'by working closely with private sector partners such as the Cayman Islands Tourism Association (CITA) and other industry partners, the Department of Tourism succeeded in launching a number of new initiatives and promotions that were designed to drive visitation while also supporting our local businesses and service providers. Additionally, by realigning our strategic business objectives and conducting a variety of

mission critical research, the Department has also been able to gain valuable insight and an improved understanding of the factors currently influencing travel."

"I would like to extend the Department's thanks to all of the online and traditional travel agents, specialists, coop partners and tourism industry partners that consistently work with us to market and promote our destination and I look forward with renewed enthusiasm to achieving even greater results by the end of 2013."

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**For immediate release**

**DEPARTMENT OF TOURISM LAUNCHES CAYMANKIND PHASE 2**

**Caymanians Extend a Warm Welcome at Owen Roberts International Airport**



**Grand Cayman, Cayman Islands (21 February, 2013)** Passengers arriving at Owen Roberts International Airport will be greeted by a stunning life-sized mural courtesy of the Department of Tourism and featuring a host of well-known Caymanians welcoming visitors to our shores.

The mural, which kicks off phase two of the Department's award winning *Caymankind* brand campaign, captures elements of the Islands unique appeal - from the friendliness of our people and our rich cultural heritage, to our cosmopolitan style and stunning natural beauty.

Commenting on the mural, Director of Tourism Shomari Scott stated that "with the success of *Caymankind* both locally and internationally, we recognised that it was time to take the campaign to the next level. Our research and feedback from focus groups with consumers and

key influencers - such as travel agents and wholesale operators - confirmed that one of the main reasons why visitors return to our Islands is because of the warm and friendly welcome they receive from virtually everyone they encounter during their vacation. In line with that feedback, we felt it was important to not only reinforce the warm, safe and welcoming aspects of Caymankind, but to convey these attributes through an overt and tangible connection to our people."

The new TV, online and print advertising for Caymankind consequently includes well-known Caymanians' in a variety of industries within the tourism industry; many of whom visitors are likely to meet as they experience our art, music, dining, diving and culture. Additionally, the campaign has been designed to provide visitors with a 360-degree experience that begins in the US when the advertising is seen for the first time and is reinforced on arrival at the airport, when the mural comes into view and visitors once again see the familiar faces from the advertising spots. The experience then continues as visitors interact with the Islands notably warm and friendly people, and culminates on departure with the view of the same familiar smiling faces bidding farewell.

Expounding on the rationale behind the campaign, Minister of Tourism, Hon. Cline Glidden explained that recognition was a subtle but important factor. "When visitors arrive on Island and see a face that they recognise from the US advertising it helps to evoke a sense of familiarity and of being at home and among friends."

"With Phase 2 of the Caymankind campaign, the Department of Tourism understood that increasing the number of touch points where Caymankind could come to life within the destination was of vital importance and brainstormed on the most effective ways to reach as many visitors as possible. Since all stay-over visitors must pass through the airport, it was a logical location and the Department leveraged the opportunity to promote the Cayman Islands to visitors at the start of their vacation in this unique and engaging way." The Minister added that he was delighted with the results and was confident that stay-over visitors, who incidentally visited the Island in record numbers last year, would appreciate the warm welcome and perhaps even to bumping into the characters depicted in the advertising during their stay.

Since its debut on US TV stations back in 2011, *Caymankind* has received international acclaim by winning the Silver Adrian Award from the Hospitality Sales Marketing Association International (HSMAI) for "repositioning" the destination and introducing national audiences to the unique spirit of the Cayman Islands. The Adrian Awards recognize outstanding achievements in the fields of advertising, public relations and digital marketing within the travel sector, and are voted on by knowledgeable experts from within the industry.

**Ends**

**ATTACHMENTS:**

**"Departures\_FullWindow":** The Caymankind departures window mural design.

**"Arrivals\_RightSideWindow":** The Caymankind arrivals window mural design.

**"Caymankind Departures Mural":** The final implemented departures window mural.

**"Caymankind Arrivals Mural":** The final implemented arrivals window mural.



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## PARALYMPIC ATHLETE RYAN CHALMERS CALLS ATTENTION TO SPECIALISED DIVE PROGRAM FOR DISABLED YOUTH IN THE CAYMAN ISLANDS



**Grand Cayman, Cayman Islands, FEBRUARY 5, 2013** – This April, Paralympic athlete Ryan Chalmers will make a 'Push Across America,' navigating the United States in his racing chair to raise funds and awareness for Stay-Focused, a non-profit organization dedicated to providing disabled teens and young adults with motivating dive programs in the Cayman Islands. Chalmers will start his journey across America on April 6 in Los Angeles and continue to push his racing chair for 71 days, completing his push in New York City. In preparation for this incredible feat, Chalmers completed "Push Across Cayman" Nov. 24, 2012, racing along a 55-mile route across Grand Cayman in just over five hours.

Active with Stay-Focused since 2005, Chalmers has close ties with the organization and the Cayman Islands. After learning to scuba dive through the program in Cayman, Chalmers now serves as a mentor, guiding children as they learn to scuba dive.

"Ryan's work with the Stay Focused organization to assist others aligns with our Caymankind spirit," commented Minister of Tourism Cline Glidden. "His efforts to raise awareness of this unique programme will make an impact to introduce Stay-Focused to others who watch his ground-breaking Push Across America and we are proud to be a part of this event."

Operating in Cayman, Stay-Focused offers teens and young adults with disabilities unique learning experiences, helping them gain confidence and develop leadership skills through a week-long scuba certification program. Additionally, the program promotes emotional and physical benefits provided by scuba diving, including the freedom of underwater movement and the reduction of side effects of being in a wheelchair, as well as reports of sensation and sensitivity to touch in paralyzed limbs.

"Ryan's efforts provide excellent awareness of the Cayman Islands' commitment to offering dive experiences for everyone," Shomari Scott, director of the Cayman Islands Department of Tourism, added. "As the birthplace of recreational diving, it is important to note that Cayman's underwater playground is open to all."

"Ryan's dedication to increasing understanding of dive opportunities for disabled persons is echoed in our 'Push Across Cayman' event," Scott added. "We wish him all the success in the United States."

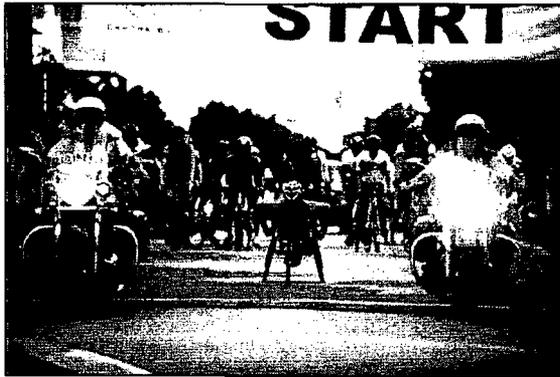
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**PARALYMPIC ATHLETE STARTS PUSH ACROSS AMERICA APRIL 6 FOR SPECIALISED DIVE PROGRAM IN THE CAYMAN ISLANDS**

*Paralympian Ryan Chalmers will kick off his journey in Los Angeles*



Grand Cayman, Cayman Islands, March XX, 2013 – April 6, Paralympic athlete Ryan Chalmers will commence an unprecedented feat as he kicks off his 'Push Across America' in Los Angeles. Raising awareness and funds for Stay-Focused, a non-profit organization providing disabled teens and young adults with motivating scuba dive programs in the Cayman Islands, Chalmers will push his racing chair the equivalent of two to three marathons per day to complete his 71-day journey from Los Angeles to New York City.

Starting at the Marriott L.A. Live at 11 a.m. on April 6, Chalmers will pass through 14 states as well as the District of Columbia, with stops in several major cities including Las Vegas, Philadelphia, Washington D.C. and Baltimore before reaching New York City on June 15. His progress will be posted on PushAcrossAmerica.org, as well as on both Push Across America's and The Cayman Islands' Facebook page. Fans can also utilize Facebook and Twitter to send their well wishes and support to Chalmers along his route.

Chalmers, who was born with spina bifida leaving him without the complete use of his legs, is an accomplished athlete who has competed in the 2012 London Olympics and many marathons. In 2005, Chalmers learned to scuba dive through Stay-Focused, which operates exclusively in the Cayman Islands. It was in Caymanian waters that Chalmers learned the freedom of scuba diving, which allows disabled to explore Cayman's renowned underwater playground unencumbered with added mental and physical benefits. Now serving as a mentor for the organization, Ryan became a PADI dive master certification in Cayman in 2012.

Expressing his support for Ryan's courageous venture, Cayman Islands Minister of Tourism, Hon. Cline Glidden stated that "the Islands are considered the premier diving destination in the world and local dive operators are well-equipped and accustomed to working with persons with disabilities. In addition to our pristine conditions and crystal clear waters, the Cayman Islands also offer a healthy marine environment for divers with and without disabilities to explore."

"We wish Ryan the best in this endeavour as he raises awareness for the Cayman Islands' accessible dive programmes," said Shomari Scott, Director of Tourism. "In May 2011, the Cayman Islands was selected as the location for a pilot medical study to determine the effects of SCUBA diving on persons with disabilities, and preliminary results showed significant improvements in muscle movement and increased sensitivity to light touch, among others. We are therefore delighted by Ryan's dedication

to raise funds for Stay-Focused, so that many more can experience the benefits of our Islands renowned underwater playground."

Located 480 miles south of Miami in the vibrant tranquility of western Caribbean, this trio of tiny islands is a premier destination for discriminating travellers, honeymooners and families. World renowned for its idyllic beaches and diving spots, and recognised as a sophisticated, diverse financial centre, the Cayman Islands offer spectacular recreational opportunities along with warm, impeccable service. To learn more about the Cayman Islands, visit [www.caymanislands.ky](http://www.caymanislands.ky) or [www.divecayman.ky](http://www.divecayman.ky) or call your local travel agent.



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### CAYMAN ISLANDS: HONEYMOON DESTINATION FOR BRIDES 'LIVE WEDDING'

*Four Caymanian experiences up for public vote on Facebook 3/24-3/25*



**Grand Cayman, Cayman Islands, March 22, 2013** – A honeymoon in paradise awaits a lucky couple in the Cayman Islands as part of BRIDES LIVE WEDDINGS, the magazine's first-ever wedding where absolutely everything – from the cake to the color scheme to the honeymoon package – is decided upon by Facebook "likes." Starting this Sunday, March 24, voters will determine which Caymanian honeymoon experience the winning couple will enjoy, with four diverse packages to choose from. Whether it's exploring the renowned underwater landscape or indulging in Cayman's culinary scene, these tailored experiences suit any taste and highlight the Cayman Islands as a luxurious escape for all.

"We are pleased to partner with Brides to illustrate the Cayman Islands' distinctive romantic offerings," stated Minister of Tourism, Hon' Cline Glidden. "As our three islands provide a wide range of activities and environments that can cater to the whim of any couple, we believe the Cayman Islands lends itself perfectly to this opportunity."

Voting will take place March 24-25 on both the Brides' and Cayman Islands' Facebook pages. The four experiences, featuring all three islands, to vote on are:

- **Cayman Culinary** – Experience the destination's vast gastronomic scene that boasts over 200 dining options, from beachside grills to fine dining. In addition to stays at the Westin Grand Cayman Seven Mile Beach Resort and Spa and Pirates Point, the couple can immerse themselves in Caymanian cuisine with a private cooking lesson with a famed Cayman chef, a tour of Seven Fathoms Rum mill or a tasting at a renowned restaurant.
- **Cayman Pampered** – A relaxing and rejuvenating honeymoon starts with sojourns at the Westin Grand Cayman Seven Mile Beach and the Southern Cross Club on the secluded Little Cayman. Indulge further with a couples massage or a sail with Cayman Luxury Charters.

- **Dive Cayman** – With a different dive site for every day of the year, Cayman's famed marine environment is on display with adventures at Cayman's best snorkel and scuba diving spots. Nights at the Marriott Grand Cayman as well as the Brac Reef Beach Resort can be followed by days swimming with the stingrays at Stingray City or a two-tank couples dive.
- **Cayman Explore** – Adventurous couples can discover Cayman's natural beauty on two of the islands with accommodations at the Kaibo Yacht Club in Grand Cayman and The Alexander on Cayman Brac. Take a Grand Cayman Two Day Tour, a Cayman Helicopter ride or a hike to Cayman Brac's notable bluff to see the breathtaking vistas and wildlife Cayman affords.

"The Cayman Islands' is delighted to be a part of this exciting partnership with BRIDES LIVE WEDDINGS said Shomari Scott, Director of Tourism. "Our goal in offering the honeymoon package for this innovative social media wedding is to demonstrate to consumers that not only is the Cayman Islands the best place for romance but that we are also ahead of the curve compared to other destinations. With our Islands fast earning the reputation as the Culinary Capital of the Caribbean, we are thrilled that our leadership position is being further enhanced through inventive partnerships such as this. We look forward to welcoming the Bride and Groom to our shores and providing them with an unforgettable honeymoon experience."

The BRIDES LIVE WEDDING culminates on April 7, when the wedding will be livestreamed on [Facebook.com/brideslivewedding](https://www.facebook.com/brideslivewedding) at 4pm PST.

For more information on planning a wedding or honeymoon in the Cayman Islands, visit [www.caymanislands.ky](http://www.caymanislands.ky).

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