

Independence party weekend for MoBay

It's the second time The Weekend is being offered and the organisers hope it will catapult the holiday party escape concept to a whole new level.

Exotic and inviting event locations, world-renowned luxury hotel partners, Iberostar, The Palmyra and Rose Hall Resort, impeccable service, delicious cuisine, lavish parties, the most sought after DJ's and celebrity hosts, breathtaking décor and exceptional entertainment are just a few of the essential elements that are used to create what is termed a luxury all-inclusive event.

The event seeks to promote Montego Bay as the Caribbean's premier vacation destination.

In 2009, The Weekend impressed its patrons with its decor, venues, concierge service, exquisite food and liquor and its choice of music.

The Elegant Corridor of Rose Hall, Montego Bay was the location for The Weekend's parties and even ministers of government were impressed.

Cayman Islands Premier McKeever Bush was at a loss for words. "Simply amazing," he said. "This is absolutely magical!"

The organisers, still building a product, want to raise the bar this year. The addition of Real Entertainment's La Vue brings the number of parties on The Weekend's roster to four. The experiences of Luna Lounge, Live and Vertigo last year are undoubtedly events patrons will again look forward to.

The Weekend's DJ roster includes Chicago's finest, DJs JJ Flores and Steve Smooth, St Louis great Scotty Mac, Julien Lejay out of Amsterdam and Jamaica's DJs Bambino, Narity and Pills. 3rd Dimension will also be present.

Top chefs from the Palmyra and Iberostar are expected to prepare the most scrumptious delicacies, with décor by one of Jamaica's best, Tai Flora.

Lots of parties

The events kick off on Friday at 2 p.m. with La Vue at Iberostar Resort. On Saturday at 5 p.m., the Luna Lounge and Live will be held at The Rose Hall Great House. Vertigo, the all-white beach experience, takes place on Sunday at the Palmyra starting at 2 p.m.

There will also be after parties.

At 10 p.m. on Friday, Pier 1 hosts guests of The Weekend in its exclusive VIP lounge, Pier Pressure.

On Saturday at 10 p.m., Rock Star 101 at the Blue Beat on the Hip Strip.

Weekenders can expect "South Beach glam meets the pristine Monaco look infused in the energy and vibe of Jamaican hospitality and party spirit of Ibiza," said co-promoters Gary Codner and Dwayne Smalling.

For ticket prices, hotel and transportation information, log on to www.theweekend1.com.