

## ATI & AirJ amplify the ultimate party experience

Everything you know and love just got better! The latest innovation between Appleton Temptation Isle (ATI) the hottest party weekend events in the West and Air Jamaica one of the most iconic airlines in the Western Hemisphere, ATI/AirJ gives one lucky patron round trip tickets to their choice between Jamaica, North America or Nassau.

Continuing in its commitment to give the ultimate party experience, ATI has upped the ante by providing patrons with five chances to win round trip tickets on the Lovebird Airline. "We target the Air Jamaica gateways," explained ATI Marketing Manager, Rasha Abbott. She said the partnership was not only representative of the positive relationship the entities have had over the years but added it was also another way of giving patrons what they want as "A lot of Jamaicans are still very loyal to Air Jamaica." There are three ways of competing. There is the Facebook tag your photo competition which invites partygoers to first become a fan of facebook's AirJamaica and facebook.com/atiweekend fan page. They are then required to select their sexiest party photo, affix the ATI/AirJ logo and then upload it to the facebook.com/atiweekend fan page. The competitor with the most friend likes by Wednesday, July 27, takes home the prize. For another chance to win this fabulous prize partygoers can enter their contact information on the ATI website. If that was not enough, everyday of the three-days ATIWeekend bash gives patrons a chance to win this amazing trip. Once more all they have to do is give their contact information at the ATI redemption centre. All entrants must be 18 and older and must be an ATI season pass holders to qualify for the prize. The Facebook competition runs between July 1 and July 27th with the successful entrant being able to pick up their prize at the ATI Redemption Centre, Wavez Negril. Celebrating its 11th year, ATI 2011 brings Patrons hot parties such as: Naked, Pretty in Pink, Jokers Wild Colours, Wildsides, Stages, Smudge and Officially Diagnosed. Appleton Temptation Island takes place on Friday, July 29 to Monday, August 1 in Negril, the party central. Title sponsor Appleton is joined by the world's leading cognac Hennessy, Kirov the Vodka of ATI, Jamaica Tourist Board, Ford, Gleaner, Fame FM and Zip 103 FM to name a few have stepped up the game by adding more events to the existing roster of Super-Inclusive parties. Please visit the ATI part series website [www.atiweekend.com](http://www.atiweekend.com) for the specific outlets for the eleventh staging of ATI weekend party series.

Appleton Temptation Isle ATI Weekend LINE-UP:

- Naked & "Miami's Hottest"
- Stages
- Colours & "Painted"
- Wildsides
- Pretty in Pink & "Girl Power"
- Smudge
- Officially Diagnosed & Mobays Finest
- Heatwave