

## Smartphone treat for Sumfest

Reggae Sumfest patrons are in for a treat at the week-long music festival in Catherine Hall, St James, as telecommunications company and title sponsor for Reggae Sumfest, Digicel, makes plans to outfit patrons with some of the latest and sleekest smartphones currently in the market.

Following the successful roll-out of its latest suite of smartphones - the BlackBerry Z10 and Q10, the Samsung Galaxy S3 and S4 and its very own DL600, Digicel is now giving 12 lucky patrons at Sumfest a chance to win a BlackBerry Q10, a Samsung Galaxy S4 or a DL600 through a variety of games and activities each night. social experience Speaking at the launch of the festival recently, Tahnida Nunes, Digicel's sponsorship manager, explained that "Reggae Sumfest is more than a music festival, it's a complete social experience that allows patrons to reconnect and share their experience with friends and family at the festival or via the many social media platforms available. Digicel is therefore very happy to facilitate this through our exciting smartphone giveaways each night." Nunes said in the past, Digicel utilised one phone manufacturer in its Reggae Sumfest executions but this year it will be using three; giving patrons the power to choose which phone they want. Facebook fan "Speaking of social media, we are also extending our 'smart' experience to fans on Facebook and Twitter ahead of the festival. One lucky Facebook fan and one Twitter follower will each win a VIP experience to Sumfest for themselves and a friend. The prizes include accommodation and tickets for two for a lucky Facebook fan to Dancehall Night, plus either a Samsung Galaxy S3 or a BlackBerry Z10, while a lucky Twitter follower will win accommodation and tickets for two to an International Night, of their choice, plus a Samsung Galaxy S3 or a BlackBerry Z10 smartphone," Nunes added. Known as the 'Greatest Reggae Show on Earth', Digicel has been a major sponsor of Reggae Sumfest since its launch in Jamaica in 2001, and each year the company pulls out all stops to ensure that its customers and Sumfest patrons enjoy a fantastic experience. This year, the company is especially proud that one of its brand ambassadors, I-Octane, will be closing Dancehall Night. The week-long festival gets underway in Montego Bay with a beach party on Sunday, July 21 at Aquasol and climaxes on Saturday, July 27 with International Night II.