

Nine Ways to Spend Your Ninety Days of Summer in Jamaica

Surf it up, Jerk it up, Glam it up, Irie it up – Do Summer the Jamaican Way

Embrace the warmth of summer and soak up the blissful Caribbean sun in Jamaica with the island's impressive array of events all season long for travelers to experience. "Jamaica has a vibrant list of upcoming events this summer that is bound to spark the interest in travelers of various pursuits," said Paul Pennicook, Jamaica's Director of Tourism. "Our motto, 'Out of Many, One People' certainly depicts the country to this day. Jamaica is full of diversity in not only people but hobbies and fascinations. Yes, we have amazing beaches but we also are prime destinations for foodies, music buffs, trendsetters and art connoisseurs. We welcome all visitors looking for a full range of cultural experiences in one destination that is Jamaica." The following is a list of summer events and activities in Jamaica:

Caribbean Fashion Week (June 8-15) Kingston will come alive as the city becomes completely immersed in fashion for Caribbean Fashion Week's 15th anniversary. Not only will the work of the region's best designers be on display, but everything from culinary delights, to holistic care of mind and body, to lifestyle pursuits, will be reflected as the event focuses on Total Fashion. The Total Fashion celebration is aimed at showcasing ways in which the region rocks their style and will culminate in brilliant collections and a major concert performance from Billy Ocean and other music superstars. www.caribbeanfashionweek.com

Kingston On The Edge (June 20-29) The festival is a week-long celebration of art and the artists who are inspired by the city of Kingston. It has quickly become a much anticipated fixture on the local arts calendar. Under the theme 'Transitions', this year's staging will feature live music, art installations, Kingston Dub Club, short film screenings, Nyabingi Orchestra, documentaries, Downtown Architectural Bus Tour, and a Solo Exhibition at Devon House, are just a few of the activities scheduled for the week. www.kingstonontheedge.org

All Jamaica Grill Off (June 29) The eighth annual All Jamaica Grill Off (AJG) competition is set for the Hope Botanical Gardens in Kingston. The AJG attracts Jamaica's best recreational and professional grilling chefs for a scorching and intense grilling competition and is a must-go for foodies. Unlimited sampling from competitors' booths, all-day music and stage entertainment, featuring a fully equipped and supervised 'kiddies' village, games area, face painting, and much more. www.facebook.com/alljamaicagrill

International Reggae Day (July 1) International Reggae Day (IRD) is a 24 hour global media festival celebrating the best of Jamaica's creativity and its impact on culture worldwide. IRD Kingston festival is a 5-day lifestyle experience anchored by a JulyOne live concert streamed from Emancipation Park. There will be special performances complimented by exhibits, sunset yoga and a digital art exhibit projected on the wall of the Jamaica Pegasus. All aimed to celebrate the impact of Jamaica's creativity on global culture. Other cities participating in IRD are New York, Miami, Honolulu, London, Sao Paulo and New Delhi. www.ireggaeday.com

Portland Jerk Festival (July 5) The Portland Jerk Festival is the largest annual jerk and food festival in Jamaica and will be celebrating its 15th staging. Slated for the scenic Heritage Site at Folly Grounds in Port-Antonio, the event will feature local chefs putting their own spin on classic jerk dishes as well as gourmet presentations. Internationally renowned Chef Judson Todd Allen known as the 'Architect of Flavor' will also be in attendance. The festival will take place from 11am to 11pm and includes live wholesome family entertainment. www.facebook.com/originsofjerk

Reggae Sumfest (July 12-18) This much anticipated annual Reggae event showcases the best talents in roots, rock and reggae music. In keeping with the motto, 'Promoting Music, the Universal Force', each year top Jamaican acts perform along with international artists to a diverse audience. Held at Catherine Hall in Montego Bay, this year's lineup includes International superstar Jennifer Hudson, Grammy winning rapper Common, and Empirestar and rapper Yazz The Greatest. Local acts will be Beenie Man, Cocoa Tea, Capleton, Luciano, Romain Virgo, Konshens, I-Octane and Christopher Martin. www.reggaesumfest.com

Makka Pro Surf Contest (July 18) This anticipated surfing event takes place at Makka surfing beach in Saint Thomas for two days of competitive surfing in three divisions; open men, open women and juniors. Makka Pro brings together regional and professional surfers who compete for the cash prizes as well as bragging rights. jamsurf.asia.com

SPF Weekend (July 31- August 3) SPF Weekend is Jamaica's high-energy summer party experience for guests aged 21 years and older. SPF Weekend takes place in St. Ann on Jamaica's Independence Day with different themed parties every night, a favorite among locals and travelers alike. www.spfweekend.com

Dream Weekend (August 5-9) Dream Weekend is an annual inclusive party series which is held around Jamaica's Independence weekend. The five-day event is filled with 10 various themed events taking place in Negril. Thousands of patrons participate in the Dream Weekend parties which include Yush, Twisted Spiritz, Igloo, Daydreams and culminates with the Dream Live concert. jamaicadreamweekend.com