

Palmyra Foundation to benefit from Air Jamaica Jazz and Blues

BY LEISHA CHEN-YOUNG Observer staff reporter
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It looks like the Air Jamaica Jazz and Blues Festival, may not just be about the music next year. Thanks to a new partnership between the Montego Bay-based charity, The Palmyra Foundation, headed by Kathi Constanzo, and the festival, the children of Jamaica are set to become stars too.



Kathi Constanzo

"We are very excited about the partnership, because it will push the children of Jamaica into the spotlight," Constanzo said, "in front of an international audience, educating everyone about what it is we are trying to do."

And what is that mission?

Associated with the luxury residential development of the same name, located in Montego Bay, the aim of The Palmyra Foundation is to provide every child of St James with financial support (in the form of all textbooks) to attain a proper education.

"It started out with the children of St James, but with the foundation going international, we are taking the charity international also, including all the children of Jamaica,"

Constanzo says.

Walter Elmore, principal of TurnKey Productions, who organises the festival is a firm supporter of the mission. "When we can help each child in St James to get a book, we're glad to be a part of it, Elmore said.

According to Elmore this is the first time that the festival has entered into such a partnership, and although the exact details are yet to be confirmed, Constanzo explains that there will be a link on the festival's website to The Palmyra Foundation, which she explained receives about three million hits per month.

The partnership with the festival will be the second event in a very hectic schedule for The Palmyra Foundation. On December 8, Constanzo will host the foundation's first annual fundraiser. With tickets selling for \$10,000 per person, the event - to be held at the Shoppes of Rose Hall - will offer an all-

inclusive bar, provided by Diageo's Red Stripe, and food which is still to be confirmed.

Entertainment will come from Bajan saxophone-great, Arturo Tappin, while the prime minister, Bruce Golding, will provide the keynote address. The event will also act as the official launch of the partnership between the festival and the Palmyra Foundation.

Visit www.thepalmyra.com/foundation for more information