



FOR IMMEDIATE RELEASE

MARTINIQUE WILL HOST THE 43RD CARIFTA GAMES

The CARIFTA Games, the annual athletics competition founded by the Caribbean Free Trade Association (CARIFTA) will be held in Martinique, from April 18th to April 21st 2014.

Martinique has participated in the CARIFTA GAMES since 1976 and has hosted this four times since its inception. The game's history dates back to 1972 and consists of track and field events including sprint races, hurdles, middle distance track events, jumping and throwing events, and relays. The games have two age categories: under-17 and under-20. Gathering the best young athletes of 28 nations in the Caribbean, this competition helps propel these athletes onto the international stage and to rank among world champions.

This event is an outstanding opportunity to talk about Martinique in a positive way throughout the Caribbean and promote the island through one of the best mediums that exist – sports. The CARIFTA Games is an exceptional way to connect Martinique with all participating islands and nations of the Caribbean, such as Suriname, Guyana and French Guiana in South America and Belize in Central America.

For more information, please visit <http://www.carifta2014.fr/en/>.

About Martinique (www.martinique.org)

*The Caribbean island with French flair, The Isle of Flowers, The Rum Capital of the World, The Isle of the Famed Poet (Aimé Césaire) – by any one of its many names Martinique remains one of the most alluring and enchanting destinations in the world. It was named “Top Caribbean Island for Delectable Dining” in 2009 by *Caribbean Travel + Life*, and “Best Caribbean Destination” (2010) by *About.com*. The bay of Fort-de-France, the capital city, is among the most beautiful bays of the world. Martinique is an overseas region of France that stirs the passions with distinctive culinary delights, awe-inspiring natural beauty, a rich cultural history, warm smiles and so much more. Napoleon’s bride, Empress Josephine, was born and raised in Martinique. The Majestic Mt. Pelée volcano and St. Pierre, The Pompeii of the Caribbean are found here. Martinique also offers a dynamic art scene and a wide array of local products. A special place, to be sure, with so much to offer – Martinique c’est magnifique!*