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Contact: Cezar Brumeanu cezar@totc.ca

TASTE OF THE CARIBBEAN EXPANDS OPERATIONS ACROSS CANADA; ADDS CARRIE MULLINGS TO THE TEAM

CARRIE MULLINGS WILL LEAD THE EXPANSION ACROSS CANADA, STARTING WITH TORONTO

Montreal (March 18, 2021) – Taste of the Caribbean (TOTC), Montreal’s largest free 4-day outdoor Caribbean festival, is proud to announce the **expansion of its operations across Canada**, starting with Toronto, Ontario. Projects range from video shoots to live performances, as well as setting up local production teams for future festival editions in certain of those major cities. *“We want to copy/paste what was done in Montreal, across all major cities in Canada”*, confirmed the festival’s production team unanimously. The addition of **Carrie Mullings** to the Board of Directors is a key element in this expansion project. Ms. Mullings is a staple in the music industry, as well as a radio personality known across Canada.

The expansion project will further fulfil TOTC’s mission on a larger scale with several upcoming activities, to be announced in the coming months.

ABOUT - Carrie Mullings

A pioneer in the music industry for the past 20 years, Carrie Mullings occupies a unique place in Canada’s reggae scene. As the daughter of Karl Mullings, who is widely regarded as the forefather of the Canadian reggae scene, Carrie has been carrying on the legacy of championing Canadian reggae artists. Her many accolades include: **2018 Top Reggae Radio Program** (Caribbean Music & Entertainment Awards) **2018 Outstanding Radio Personality** (ReggaeXclusive Recognition Awards), **manager of several JUNO® winning/nominated artists**, and **Chair of the Juno’s Reggae Committee**. She sustains the continued growth of the platforms needed for artists to share their powerful messages and voices. As the founder and producer of her own radio show *“Rebel Vibez”* for the past 18 years; has given Ms. Mullings a bird’s eye view of the music and media atmospheres, making her an individual who is constantly in-sync with ever-evolving trends, both precedented, forecasted, and unforeseen. Ms. Mullings has always been a part of the musical evolution and looks forward to a new vision for the musical landscape.

Official website: <https://www.rebelvibez.ca>

Social Links: <https://www.facebook.com/rebelvibeztv> and <https://www.instagram.com/rebelvibez>

ABOUT – Taste of the Caribbean (TOTC Festival)

TOTC’s mission is to promote the diversity of Canada’s Caribbean culture to all audiences; to form a better understanding and integration between cultures, as well as to influence Canadians of non-Caribbean



descent to eventually travel to the Caribbean region, while at the same time, direct them to visit local Caribbean outlets in Canada, such as: live performances/events, restaurants, retail stores, art galleries, related e-commerce sites of imported products, etc.

What started out back in 1999 as a small 1 day all-you-can eat indoor ticketed food event, has now transformed into a large 4-day FREE outdoor music, arts, food, and culture festival, which also features several live international performing artists/bands within a special ticketed concert zone. From Jamaica's famous reggae sounds and jerk chicken dishes to the spiced rums and soca artists of Barbados and Grenada, we invite you to come and submerge yourself in the Caribbean culture, right here at the Old-Port of Montreal!

A Taste of the Caribbean is an exotic experience for all your senses!

CURRENT NEWS @ A GLANCE

What: TOTC Festival expanding its operations across Canada; Carrie Mullings added to Board of Directors

Where: Toronto, ON, Canada

When: March 2021

Who: Carrie Mullings

How: Opening offices across Canada

Web: www.totc.ca

Social Media

- Facebook: facebook.com/ilovetotc
- Instagram: instagram.com/ilovetotc
- YouTube: [TOTC – Taste of the Caribbean](https://www.youtube.com/TOTC-Taste-of-the-Caribbean)

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