



For Immediate Release – 3 July 2021

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TOTC VIRTUAL EDITION – WEB SERIES

VIRTUAL SHIFT

Once again, we have reverted to a digital edition of the festival due to lockdowns and a new reality. Our newest web series is titled “**Virtual Shift**” which will launch in a few weeks on our social media platforms and be distributed across Canada for an extended viewership.

Building on the success of our 2020 Virtual Edition (Season 1-3; totaling 19 episodes) web series named “Mi Casa Es Su Casa” filmed in mainly in Montreal and Ottawa; we are now travelling across Canada to film Caribbean artists in various cities performing in front of landmark locations representative of that city, as well as discovering and exploring the intricacies of the local Caribbean cultural businesses.

MUSIC DOESN'T STOP!

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!

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

#ilovetotc