

**FOR IMMEDIATE RELEASE**

**TOURISM TRINIDAD ELEVATES EXCITEMENT AT CPL 2023 WITH UNPRECEDENTED ENGAGEMENT AND TKR TEAM SPONSORSHIP**

**PORT OF SPAIN, August 18, 2023-** Tourism Trinidad is proud to announce its extensive involvement in the highly anticipated Caribbean Premier League (CPL) 2023 as the Regional Tourism Partner. This involvement is further enhanced through our sponsorship of the Trinbago Knight Riders (TKR) team. As the excitement builds for the Knight Riders' first few matches of the series, we are thrilled to share how we are showcasing our vibrant destination and culture to the world.

Prior to the official commencement of the CPL 2023 series, Tourism Trinidad treated the TKR team to a memorable evening of relaxation and entertainment, steeped in our rich cultural heritage in collaboration with current Panorama title holders BP Renegades. The team enjoyed the melodies of the steel pan, captivating performances by traditional characters, and the rhythmic beats of African and tassa drums accompanied by colourful dancers who created an interactive cultural fusion that highlighted the dynamic heritage of Trinidad. This special event set the tone for an incredible tournament that celebrates both cricket and the unique spirit of Trinidad and Tobago.

The CPL 2023 series runs from 16 August – 24 September 2023, and Tourism Trinidad is fully prepared to immerse fans, athletes, and officials in an unforgettable Trinidadian experience.

In an effort to engage athletes and officials at the heart of the action, Tourism Trinidad has curated exclusive welcome packages with its signature promotional items that capture the essence of our destination. Additionally, interactive booths strategically positioned at the Queen's Park Oval and the Brian Lara Cricket Academy will provide a window into the unique culture, attractions, and experiences that our island has to offer.

Moreover, our commitment to showcasing Trinidad's allure extends beyond the sporting venues. We have tailored tours and immersive experiences that will enchant key CPL Sporting officials and country representatives. Destinations such as La Vigie, the Temple in the Sea, Hanuman Murti, Maracas Waterfall, Blue Basin Waterfall, and a vibrant street food crawl will captivate their senses and leave a lasting impression.

Throughout the tournament, our Visitor Ambassadors will be present at every game, ensuring the **#VisitTrinidad** branding envelops all spectators ensuring that fans and participants are constantly reminded of our stunning destination.

Carla Cupid, CEO of Tourism Trinidad, expressed her enthusiasm for this exciting collaboration, stating, "The CPL 2023 is not just a cricket tournament; it's an opportunity for us to showcase the beauty, culture, hospitality and energy that Trinidad is renowned for. Our sponsorship of the TKR team, along with our immersive experiences and vibrant entertainment, will create lasting memories for all participants and spectators."

Entertainment will be ingrained in the core of the CPL experience, featuring performances by traditional characters, soca artistes, rhythmic sections, and tassa groups. Moreover, as part of our corporate social responsibility, we will engage with cricket academies and schools in collaboration with the CPL, fostering the growth of the sport and enriching the lives of young athletes.

With our sponsorship of the TKR team, Tourism Trinidad is poised to leave an indelible mark on CPL 2023. We are also spreading the **#visitTrinidad** brand throughout the Caribbean, North America, Europe and Asia by leveraging broadcasting opportunities with CPL's extensive broadcast network.

Catch our coverage on social media by following our hashtag **#visitTrinidad** and look out for chances to win tickets and other paraphernalia.

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