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CARIBBEAN POSH EXPANDS REGIONAL REPRESENTATION FOR THE POSHGIRL POWER BRUNCH

TORTOLA, BRITISH VIRGIN ISLANDS – June 7, 2021: Caribbean POSH reaffirmed its commitment to women empowerment despite the ongoing global pandemic by hosting a hybrid version of its 6th annual *POSHgirl POWER Brunch* on May 28-29.

Model and TV personality Janeisha John, the event's first ever host, returned to help lead a diverse group of 11 speakers from 6 countries from across the Caribbean. Guided by the theme *'Discover Your Power'*, sessions were designed to help women entrepreneurs power up their content, e-commerce, digital marketing, sales skills, and wellness practices. Speakers representing Jamaica included David Mullings, founder and CEO of *Blue Mahoe Capital Partners*, as well as Gizelle Riley, communications strategist, host of the DigitalBOSSBABE podcast, and author of *'Master Your Message Like A Boss Babe'*. Mullings shared lessons on how to build generational wealth through investment, and Riley taught attendees how to build a magnetic personal brand through strategic storytelling. Other speakers included:

- Remy Rolle - VP Operations & General Counsel - Western Air **[Bahamas]**
- Letina Mata - True Growth Caribbean **[Trinidad & Tobago]**
- Andrea Lown - Director, Marketing & Strategy - Digital Coconut Inc **[Barbados]**
- Dr. Shakima Stoutt-Ottley - BrivaDerm **[British Virgin Islands]**
- Akeema Crabbe - The Loft by Akeema Crabbe **[British Virgin Islands]**
- Hon. Dawn Smith - Attorney General **[British Virgin Islands]**
- Fayola Wilson-Creque, COO JOMA Properties **[British Virgin Islands]**
- Yvette Thomas Henry, Regional Vice President and General Manager Four Seasons Resort, Nevis **[U.S. Virgin Islands]**
- Francheska Moreland - Francheska Moreland Consulting **[U.S. Virgin Islands]**

In addition to the event's featured speakers, Roy "Gramps" Morgan from the two time Grammy award-winning group *Morgan Heritage* made a virtual appearance to drop three songs as NFTs, powered by *Bondly Finance*. This included a new song and two digitally remastered titles from their vast catalog.

C A R I B B E A N POSH

While some elements of the event were virtual, in-person attendees benefitted from runway fashion, lots of laughter, fun prizes, delicious eats, and bottomless mimosas. “The *POSHgirl POWER Brunch* continues to prove itself as a leading empowerment event, and we are just ecstatic about the level of interest from around the Caribbean,” said the event’s founder and CEO of Caribbean POSH, Janette Brin. “This year we have embraced the growing trend of hybrid events to allow the benefit of both an in-person and virtual experience. POSHgirls unable to travel to the British Virgin Islands due to COVID restrictions were able to join us online. While locals and fully vaccinated visitors who have successfully quarantined were able to join us in-person at the *Scrub Island Resort*”.

"Someone said to me that I am changing lives with this event; it is so humbling to hear that an event that was just an idea six years ago is having a positive impact. It is such a good feeling to play a part in connecting Caribbean women in a very meaningful way," said Brin. "COVID-19 presented a unique set of challenges; less sponsorship, less access to resources, yet more determination to deliver quality content”.

The *POSHgirl POWER Brunch* was sponsored by JOMA Property Development, Premier Dental, BVI Gin, Bella Blooms, CCT (BVI) and 5 Girls.

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ABOUT THE POSHGIRL POWER BRUNCH

Launched in 2016, the *POSHgirl POWER Brunch* is a stylish weekend event designed for networking, fashion, food, laughter, inspiration, and women empowerment. This event focuses around the most pressing issues influencing the personal and professional wellbeing of female entrepreneurs in the Caribbean, particularly in the areas of fashion, entertainment, marketing, and retail. Attendees gain a new appreciation for the entrepreneurial mindset, behaviours and skills, and leave with new ideas on how to be in their standalone brand or social enterprise, or make winning contributions as part of a larger corporation. Past event guests have included Yvette Noel-Schure [Beyonce’s Publicist], Grammy Award Winning Singer/Songwriter – Angela Hunte, The Queen of Soca – Alison Hinds, Empress Jeanille, TV Host – Janeisha John, Miss Jamaica Universe – Davina Bennett, Plus-size Supermodel Tricia Campbell, Regional VP of Popular VI – Oran Roebuck, GM of 4 Seasons Nevis – Yvette Thomas-Henry, and many more.

ABOUT CARIBBEAN POSH MAGAZINE

Launched in 2005, **CARIBBEAN POSH MAGAZINE** is a quarterly publication that is the voice of the Caribbean woman. The magazine gives its audience a unique look into the identity and influence of the Caribbean region and its place within global society through features on style, beauty, travel (around the region and worldwide), food, culture and more. The readers, who are affectionately referred to as *POSH Girls* are global citizens who are confident, edgy, and fashion forward. POSH’s content aims to inspire and empower by highlighting the Caribbean woman and by promoting the **#POSHgirl** movement.