

The Carnival Oasis: Where Relaxation And Serenity Reign Supreme On Carnival Tuesday

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US-based alcohol brand Ten To One Rum recently partnered with The Party And Event Company Limited and Chambers Media Solutions to curate **The Carnival Oasis** on Trinidad Carnival Tuesday. Set in an undisclosed, lush location in the heart of Port of Spain, this intimate cultural collaboration is the first of its kind in Trinidad and Tobago for the internationally acclaimed Caribbean rum brand founded by Marc Farrell, alongside Operations Manager Krista Clarke and renowned Publicist Tenille Clarke.

Widely known as “The Greatest Show On Earth”, this year’s edition of Trinidad Carnival created a unique opportunity to bring together people from all walks of life to celebrate the cultural traditions of the twin-island Republic. The Carnival Oasis featured a number of signature experiences, including a Ten To One cocktail bar in collaboration with Sevent7 Premium Event Rentals; a masseuse station courtesy Shoeaholics Ltd.; a 19 Crimes Bubbly Bar from Brydens Premium Beverages; a makeup touchup station courtesy L’Oréal Paris; snacks courtesy Sunshine Snacks; Gourmet Pop popcorn and complimentary WiFi service courtesy Visit Trinidad.

Founder of Ten To One Rum, Marc Farrell is excited about the momentum created during this Carnival Season, and welcomes the partnership with businesswomen Krista Clarke and Tenille Clarke as a continuum of presenting the very best that the Caribbean has to offer. According to him, the goal is to continue to innovate and break ground with an expanding audience year after year, all while remaining grounded in a genuine reverence and respect for the heritage, history and culture that Trinbagonians are all so proud to celebrate today. “A core part of our mission at Ten To One is focused on elevating not just rum as a category, but in bringing the magic of our culture to a global stage. I’m always excited to work with inspired and amazing people and partners who share this same vision and could not be more thrilled to have teamed up with Krista and Tenille for Carnival 2023!”

Krista Clarke brought The Carnival Oasis’ logistics to life through her Party and Event Company Limited and is pleased by the feedback from our special invitees to The Carnival Oasis. “From all accounts, it was a very welcomed reprieve for our attendees. They really enjoyed and appreciated the various amenities: including the 360 camera from Brydens, Ten To One cocktails, Shoeaholics Power Massages and the L’Oréal Makeup Touchup Station,” she explained. “Next year, we’re aiming to elevate The Carnival Oasis experience with more amenities that are constantly relevant to the evolving needs of our masquerader guests.”

As a seasoned Public Relations Specialist, Tenille Clarke has always stressed on the importance of boosting the visibility of the regional Carnival ecosystem beyond the mas and costume arenas. “Having had the opportunity to work in a number of festival circuits, I think it’s always important to involve public and private stakeholders in these innovative experiences so that we all have a better understanding of the depth of industry benefits that

are bridged through the spirit of partnership. For example, this year, Chambers Media Solutions and Mel& N Media Group worked alongside Tourism Trinidad for the Industry 360 Press Trip, where we invited international members of the media to attend Trinidad Carnival - some of whom were able to be here at this event,” says Clarke, who is also a published Global Travel, Culture and Entertainment Writer. “The Carnival Oasis is an essential meeting of several industry touchpoints – beauty, wellness, multimedia, food & beverage and luxury – that all stand together to tremendously strengthen their brand identities with a targeted audience in the Trinidad market and beyond.”

Ten To One Rum is now available throughout Trinidad and Tobago through its local distributor, Brydens. Check out some of the photos from The Carnival Oasis on Carnival Tuesday 2023!

About Ten To One Rum

Founded by proud Trinidadian Marc Farrell, Ten To One offers a range of premium and award-winning blended rums from around the Caribbean. Farrell’s cultural ties and broad business acumen propelled him to develop a series of blends that set out to challenge expectations within the category, and reinvigorate the way people taste, experience and talk about rum. Since launching in 2019, the brand has unlocked a contemporary view of the Caribbean and its celebratory culture — a novel approach that showcases the versatility of rum by appealing to everyday occasions and food pairings. In fall of 2021, Farrell partnered with GRAMMY Award-winning artist and entrepreneur Ciara, who joined Ten To One as an investor, co-owner and director for the brand.

The current portfolio blends rums from all over the Caribbean, including Trinidad & Tobago, Jamaica, the Dominican Republic and Barbados, and currently includes several expressions: an extra-proof white rum and an aged dark rum, as well as limited-edition bottlings that have quickly sold out over the last three years: a 17-year, single cask Reserve rum from Trinidad, a 26-year-old Founder’s Reserve, a Bourbon Cask Finish rum in partnership with Uncle Nearest Premium Whiskey and, new for Black History Month 2023, a higher-proof Artist Edition of its dark rum in collaboration with New York-based artist Devin B. Johnson.

For More Information: <https://www.tentoonerum.com>

About The Party And Event Company Ltd.

Party and Events Co. Ltd is an event rental and co-ordination company founded in 1998. With a well established reputation for exemplary products and customer service, the company still leads the way as one of Trinidad and Tobago’s premier event and event rental companies.

Their client base includes large corporate organizations in the energy sector, Massy Motors, Ansa McAl Ltd, Republic Bank Ltd., several foreign missions and embassies including the French, Canadian, European Union and Australian, Government agencies. In addition to these clients, the company has had the pleasure of also being a part of several of Trinidad and Tobago's high-profile weddings.

About Chambers Media Solutions

Chambers Media Solutions is a respected, full-service Public Relations company that works alongside various events, organizations and personalities to handle high-profile Media & Communications portfolios. The agency has propelled prominent brands across geographical borders – from the Caribbean, United States, Africa, United Kingdom and more. This powerhouse consultancy has worked with entities and brands such as Spotify, UK-based Gospel Songstress Rachel Kerr; the Port of Spain City Corporation; former English Premier League footballer Kenwyne Jones; Reggae Superstar Julian Marley;

beloved Trinbagonian Gymnast Thema Williams; Bunji Garlin; Fayann Lyons-Alvarez; St. Lucia Soca Star Teddyson John; Ghanaian Filmmaker and Forbes 30 Under 30 recipient Scilla Owusu and Grammy-nominated musician Hector Roots Lewis. Clients have been featured in Complex, Billboard, Jamaica Observer, Essence Magazine, StyleCaster, Rolling Stone Magazine and more.

Chambers Media Solutions continues to focus on cultural development through publicity and multimedia and recognizes the importance of using transformative dialogue across media platforms. The organization has displayed an exemplary commitment to elevating Caribbean talent, and firmly stands by three pillars of commitment in the Public Relations landscape: **integrity, quality and longevity.**