

Bolt to Jamaica

Jamaican athletic superstar Usain Bolt has teamed up with the Ministry of Tourism to promote the island across the world in a move aimed at capitalising on the sprint phenomenon's worldwide popularity.

Bolt, who gave his services and rights to his image for free, will star in electronic ads. These will begin airing next February in the United States and online at www.visitjamaica.com, before being run in Canada and Europe. The ads will be launched in January, but no timeline has been given for how long they will run.

The move was announced by Tourism Minister Edmund Bartlett at his ministry on Wednesday.

"Jamaica's worldwide presence has been dramatically enhanced over the past year and a half with the extraordinary accomplishments of our newest ambassador, the Honourable Usain 'Light-ning' Bolt," Bartlett said.

He added: "Literally bolting on to the worldwide stage, Usain gives Jamaica the unique opportunity to relaunch itself to new and true audiences. With the cold season in full swing, added airlift enables visitors to travel to Jamaica from literally any city in the US."

Never leave jamaica

The spots were shot by award-winning Norwegian director Jorn Hagan at various attractions across the island, such as Ocho Rios in St Ann, Devon House in St Andrew and Rose Hall in St James. The ads were shot over a two-day span.

Bolt's manager Norman Peart said the athlete was very happy to participate in the project.

"Usain is always happy about helping Jamaica, and he has indicated that he will never leave the shores," Peart said. "He is always doing stuff with Jamaica and it was fortunate that he could do a two-day shoot before heavy training began. He will always be doing whatever he can to help Jamaica. It came naturally and he was very happy."