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PRESS RELEASE

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Chris Blackwell, Owner of Island Records & Boutique Resorts To Play Leading Role at Coastal Tourism Innovators Symposium

Chris Blackwell, whose company, Island Records, first introduced the world to Bob Marley and U2, has announced he will “attend and fully participate” in the upcoming Symposium for Innovators in Coastal Tourism, taking place at Stanford University, January 20-22, 2010. The three day seminar, hosted by the Center for Responsible Travel (CREST) and the Center for Global Business and the Economy at Stanford University, will focus on coastal and marine tourism in North and Central America and the Caribbean.

Blackwell, who lives in Jamaica, founded Island Records in 1960 and went on to record virtually all the leading reggae and ska musicians. Blackwell also has a long history in film and film sound. Recently Blackwell created a foundation to promote social and environmental best practices at Island Outpost, his string of exclusive resorts and villas in Jamaica and other parts of the Caribbean.

But Blackwell often shuns the limelight. Earlier this year, for instance, he declined to attend the Music Week awards ceremony in London which named Blackwell the most influential figure in British music in the last 50 years.

“We are thrilled that Chris Blackwell has agreed to attend and lend his prestige to this important gathering at Stanford,” says CREST Co-Director Martha Honey. “Blackwell is one of a growing number of famous people committed to using their name and resources to develop deep green and socially responsible vacation properties. There is a real urgency, particularly in this era of climate change, to develop new models of coastal development that incorporate the latest environmental technologies and also provide real benefits to the host countries.”

The symposium will feature a plenary session “Conversation with Chris Blackwell”, followed by a Caribbean-themed cocktail reception high lighting socially and environmentally responsible tourism projects in the Caribbean.

Early-bird registration ends December 15. To register, please visit www.crestconference.org.

About the organizers:

Center for Responsible Travel (CREST) is a policy-oriented research institute affiliated with Stanford University. It is committed to using tourism as a tool for poverty reduction and biodiversity conservation. CREST’s network of experts provides interdisciplinary analysis and innovative solutions through consultancies, research and field projects, publications, conferences and courses.

