

CCC of St. Lucia and J2E



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City Council of Castries
Castries, St. Lucia

Dear Members of the City Council,

I am writing to you on behalf of My Alkaline Vegan Journey Inc., the organizer of the upcoming "Journey to Enlightenment" event scheduled to take place from

November 11-18, 2024, in St. Lucia. This event aims to bring together individuals from around the world for a transformative experience that promotes personal growth, spiritual awakening, raising the global frequency, holistic well-being, and foraging personal collaborations with local St. Lucian's.

As part of our preparation for this significant event, we are seeking the support and assistance of the City Council of Castries in procuring and arranging various logistical and material requirements. Below is a detailed list of the items and support we require to ensure the successful execution of the event:

1. Infrastructure and Construction Materials:

- Tents for workshops and sleeping (at least 100 sleeping tents with canopies for rain protection)





- Canopies and large tents for gathering and feeding areas. Sponsors are being sought that would provide tents with their signage. Your help is needed in finding sponsors.)
- Stage and materials for stage construction (wood, nails, screws)
- Furniture for kitchen and feeding areas (tables, chairs, food preparation surfaces)
- Solar lighting and charging units

2. Transportation:

- Vans and buses for transportation and transfers (airport to accommodations, and event/excursion transportation)

3. Food and Catering Supplies:

- Alkaline vegan food items for our chefs, following Dr. Sebi's nutritional guide (e.g., mushrooms, chickpeas, fresh vegetables, fruits, herbs, grains)
- Cooking equipment and utensils

4. Miscellaneous Event Supplies:

- Sound system and audio-visual equipment for workshops and seminars
- Portable restrooms and sanitation facilities (new showers and toilets have been built on the Des Barres field, where the tents would be placed)

- Waste management and recycling bins
- Water stations and hydration facilities
- Medical supplies and first aid kits
- Security personnel and crowd management staff

5. Excursion and Activity Requirements:

- Scuba diving equipment and gear for the sea moss garden dive (in collaboration with the GIG dive team)
- Horseback riding equipment and safety gear
- Farm visit equipment and supplies (gloves, tools for planting and harvesting)











6. Accommodation and Comfort:

- Bedding and linens for sleeping tents
- Portable fans and heaters (depending on weather conditions)
- Bug repellents and nets for comfort and safety
- Marketing and Promotion Support: We are also looking to partner with the City Council on marketing efforts to ensure the event's success. Our goal is to raise awareness locally, nationally, and internationally. We request assistance with the following marketing channels:
 - - **Local and National Government Websites:** Feature the event on official tourism and government platforms to attract international visitors.
 - - **Social Media Campaigns:** Utilize social media platforms like Facebook, Instagram, Twitter, and YouTube to engage potential attendees with video content, influencer collaborations, and event countdowns.
 - - **Radio Stations:** Partner with local and regional radio stations for advertisements, interviews, and live event coverage.
 - - **Television and Commercials:** Air commercials on local and regional TV networks, featuring testimonials, event teasers, and information about St. Lucia's cultural heritage.
 - - **Billboards and Flyers:** Place billboards at key locations such as airports, highways, and popular tourist spots. Distribute flyers in local businesses, hotels, and wellness centers.
 - - **Email Marketing Campaigns:** Create email newsletters and

- campaigns targeting health and wellness communities, spiritual groups, and eco-conscious travelers.
- - **Press Releases:** Issue press releases to local and international media outlets to generate coverage and interest in the event.
- - **Collaborations with Travel Influencers and Bloggers:** Engage travel and wellness influencers to promote the event on their platforms, showcasing the unique experiences offered.
- - **Event Partnerships:** Partner with wellness brands, eco-friendly companies, and travel agencies to create event packages and cross-promote the event.
- - **Mobile Billboards and Event Trailers:** Use mobile billboards or trailers that move around the island and key locations to generate buzz.

- **Sustainability and Eco-friendly Practices:** To align with our values of sustainability and wellness, we request assistance in implementing eco-friendly practices throughout the event:
- **Recycling Stations:** Ensure all waste is sorted and recycled where possible.
- **Compostable Plates, Cups, and Cutlery:** Utilize compostable and biodegradable materials for food service.
- **Carbon Offsetting Initiatives:** Collaborate with local environmental organizations to offset the carbon footprint of the event.

We believe that the **"Journey to Enlightenment"** event will greatly benefit the local community, bringing international collaboration to **St. Lucia**, promoting local culture and wellness practices, and providing economic opportunities through tourism and collaboration with local vendors and service providers.

We are open to discussing these requirements in further detail and exploring how the **City Council** can best support this initiative. We deeply appreciate your consideration and look forward to working together to make this event a resounding success.

Thank you for your time and assistance.

Sincerely,

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