ANTIGUA AND BARBUDA TOURISM AUTHORITY TAKES ANTIGUA CARNIVAL TO THE STREETS OF BROOKLYN

Antigua Carnival Promotion Launches Ahead of the 59th Annual West Indian Day Parade, One of North America's Largest Celebrations of Caribbean Culture

logo



L-R, Tyra Johnson, model, Marysol Castro, Co-Host, New York Living, Dean Fenton, U.S. Director of Tourism, Ben Aaron, Co-Host, New York Living , Makayla Peterson, model

NEW YORK CITY, NY, UNITED STATES, September 9, 2026 /EINPresswire.com/ -- FOR IMMEDIATE RELEASE -

NEW YORK, Sept. 9, 2026 - The Antigua and Barbuda Tourism Authority brought the vibrant spirit of Antigua Carnival to Brooklyn, New York, as it joins millions of spectators and fellow Caribbean nations for the 59th annual West Indian Day Parade on September 7, 2026.

Recognized as one of the largest parades in the United States and one of the most significant celebrations of Caribbean culture in North America, the West Indian Day Parade provides Antigua and Barbuda with a powerful platform to showcase the island's distinctive Carnival tradition and invite travelers to experience the celebration firsthand.

This year's participation also launches the destination's promotional build-up to Antigua Carnival 2027, which will mark the festival's 70th anniversary. Planning is already underway for what is expected to be a landmark celebration of Antigua's history, culture, music, creativity and national pride.

The Antigua and Barbuda Tourism Authority officially launched its Carnival promotion in the New York market with a television appearance by Dean Fenton, Director of Tourism, U.S., on PIX11,

one of the leading television stations serving the New York metropolitan area, as well as audiences across northern New Jersey and portions of Connecticut and Pennsylvania.
Fenton was joined in the PIX11 studio by costumed Antigua Carnival revelers, bringing the energy and color of the festival directly to viewers. The segment featured spectacular footage from Antigua Carnival 2026 alongside images showcasing the destination's beaches, landscapes and attractions.
During the interview, Fenton highlighted the origins and evolution of Antigua Carnival, explaining how a celebration rooted in emancipation and freedom has grown into one of the Caribbean's most dynamic cultural festivals. He also extended an invitation to viewers to make Antigua Carnival part of their travel plans.
"If you love the Caribbean, you need to experience Antigua Carnival. Come for the music, come for the food, come for the energy, but most importantly, come and experience a celebration that began with freedom and has evolved into one of the Caribbean's great expressions of culture, creativity and joy."
Fenton emphasized that Antigua Carnival is more than a spectator event — it is an immersive cultural experience that welcomes visitors to become part of the celebration.
"Antigua is ready to welcome you, and when you arrive, don't just watch Carnival. Become part of it," he concluded.
The timing of the promotion is particularly significant as Antigua prepares for next year's milestone celebration, offering an opportunity to introduce the festival to new international audiences while honoring seven decades of Antiguan culture and creativity.
Antigua Carnival is billed as the "Caribbean's Greatest Summer Festival," and if you're planning to experience Antigua Carnival 2027, now is the time to start making plans. Antigua Carnival 2027 is being promoted under the theme "Legendary 70" and is scheduled to run from July 20 through Aug. 3, 2027. The government of Antigua and Barbuda has called for a full program of activities throughout the festival period as preparations begin for the historic anniversary celebration.
The West Indian Day Parade, with its extraordinary concentration of Caribbean music, food, costumes and traditions, provides an ideal setting for Antigua to stand alongside its Caribbean neighbors while showcasing what makes its Carnival unique.
Antigua Carnival has increasingly become a reason to travel to the destination, attracting visitors from across the Caribbean, North America and other international markets. The festival combines calypso, soca, steelpan, pageantry, masquerade, food and street celebrations with the distinctive personality and heritage of Antigua and Barbuda.
As the destination looks toward 2027, the Tourism Authority is encouraging travelers to begin planning now for the historic 70th anniversary celebration.
— ENDS —

ABOUT THE ANTIGUA AND BARBUDA TOURISM AUTHORITY
The Antigua & Barbuda Tourism Authority is a statutory body dedicated to realizing the twin island state's tourism potential by promoting it as a unique, quality tourist destination. The overall objective is to increase visitor arrivals, thereby providing sustainable economic growth.
The Antigua and Barbuda Tourism Authority is headquartered in St. John's Antigua, where regional marketing is directed. The Authority has three offices overseas in the United Kingdom,

the United States, and Canada.

ABOUT ANTIGUA AND BARBUDA
Antigua (pronounced An-tee'ga) and Barbuda (Bar-byew'da) is located in the heart of the Caribbean Sea. The twin-island paradise offers visitors two uniquely distinct experiences, ideal temperatures year-round, a rich history, vibrant culture, exhilarating excursions, award-winning resorts, mouth-watering cuisine and 365 stunning pink and white-sand beaches - one for every day of the year. The largest of the English-speaking Leeward Islands, Antigua comprises 108-square miles with rich history and spectacular topography that provides a variety of popular sightseeing opportunities. Nelson's Dockyard, the only continuously working Georgian era dockyard in the world, and a listed UNESCO World Heritage site, is perhaps the most renowned landmark. Antigua's tourism events calendar includes the Antigua Racing Cup, Antigua Sailing Week, Antigua Classic Yacht Regatta, Antigua and Barbuda Culinary Month, the annual Antigua Carnival; known as the Caribbean's Greatest Summer Festival and Antigua and Barbuda Art Week. Barbuda, Antigua's smaller sister island, is the ultimate celebrity hideaway. The island lies 27 miles north-east of Antigua and is just a 15-minute plane ride away. Barbuda is known for its untouched 11-mile stretch of pink sand beach and as the home of the largest Frigate Bird Sanctuary in the Western Hemisphere. Find information on Antigua & Barbuda at: www.visitantiguabarbuda.com or follow us on X (formerly Twitter): http://twitter.com/antiguabarbuda, Facebook: www.facebook.com/antiguabarbuda , Instagram: www.instagram.com/AntiguaandBarbuda

FOR ANTIGUA AND BARBUDA MEDIA INQUIRIES, PLEASE CONTACT:
Maria Blackman
Marketing Communications Manager
Antigua and Barbuda Tourism Authority
T: 1 (268) 562 7600/464-7601
E: maria.blackman@visitaandb.com
Antigua and Barbuda Images: aandbtourism.fotoseeker.com

Ian Nal
Portfolio Marketing Group
+1 917-224-6863
email us here

This press release can be viewed online at: https://www.einpresswire.com/article/940607790

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.
© 1995-2026 Newsmatics Inc. All Right Reserved.