



A Day in the Life of Jason Henzell

Jason Henzell, the community activist who owns and operates [Jakes](#), the innovative bohemian resort located in Treasure Beach on the south coast of Jamaica, just experienced another typical week in his busy, productive life.

In one week alone he

- o Graciously accepted the donation of a state-of-the-art ambulance for the Treasure Beach community from Michael Lee-Chin and The NCB Foundation.
- o Attended the Sandy Bank primary school graduation
- o Hosted the Mayor of the Parish of St. Elizabeth in preparation for Jamaica's 50th Independence celebrations
- o Attended presentation of the Greater Treasure Beach Sustainable Plan by St. Elizabeth Parish Development committee to the Town & Country Planning Authority & the National Environment & Planning Agency
- o Hosted Peter Henry, the Dean of NYU's Stern School of Business, who is working on a case study of the foundation
- o Organized a masters football tournament
- o Oversaw a Sports Tourism strategy workshop led by Carole Beckford, Usain Bolts's publicist
- o Fostered a delegation of Breds reps, Jamaica Defense Force, UNICEF and RISE to devise a Ropes Course facility in Treasure Beach
- o Met with the Nature Conservancy about the Galleon Fishing Sanctuary
- o Gave countless tours of the Treasure Beach Sports Complex and Community Center to prospective collaborators and volunteers.

The son of Perry and Sally Henzell, filmmakers and artists behind the seminal Jamaican film "The Harder They Come," Henzell has crafted a life that intertwines business, sports, education, community organizing and environmental awareness to benefit the lives of everyone who lives in the Parish of St. Elizabeth, where he has resided for many years. In addition to managing the day-to-day operations of Jakes, a bohemian resort & spa that was the artistic and architectural vision realized by his mother, Sally Densham Henzell, he is the director of [Breds](#) (Jamaica for "brethren"). He founded the non-profit organization in 1998 to promote education, sports, cultural heritage and emergency healthcare in Treasure Beach, Jamaica.

Breds and Jakes work in tandem to attract guests who thrive on getting to know the local community and lending a hand. With an emphasis on sports and eco-tourism the hotel attracts active, volunteer-enthusiastic guests.

Cathy and Chris Stoia had the good fortune of making the acquaintance of the Henzells while vacationing at Jakes in the summer of 2011. They recognized the important projects the Henzells were doing and they stepped in to offer their expertise to produce a documentary film about Breds and The Treasure Beach Sports Park and Community Centre. Filmed in the spring of 2012 by Zach Starr of Starr Media Designs, it will be released in the summer of 2012, close to the 1-year anniversary of the Stoia's visit to Jakes.

The Henzells have a palpable energy and open arms who embrace all volunteers or "angels". Visit Treasure Beach, Jamaica and see for yourself. You just might find the perfect project to earn your wings.

Upcoming events and projects at Breds and Jakes:

[Hook N' Line Fishing Tournament](#) October 13 – 15, 2012

[18th Annual Jakes Off-Road Triathlon](#) April 20, 2013

[Calabash International Literary Festival](#) Memorial Day Weekend 2013

[Galleon Fishing Sanctuary](#) managed by Breds along with the Long Acre Fishing Community

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