

JAKES

TREASURE BEACH
JAMAICA

JAKES JAMAICA GETS SET FOR THE CARIBBEAN'S OLDEST OFF-ROAD TRIATHLON & A FITNESS RETREAT WITH A DIFFERENCE APRIL 2015 - Voted Top 5 Off-Road Races in the World by Triathlete Magazine -



Jamaican hideaway Jakes is gearing up for their 20th triathlon on **Saturday April 18th, 2015** with a dedicated package to ensure triathletes and supporters alike can sample the best of what the bohemian bolthole and its surrounding community can offer. Those seeking a fully integrated healthy holiday or simply prefer to compete with themselves can also opt to embark on 'A Fitness Trip in Rebel Terrain' from **April 16th to April 20th, 2015** with New York fitness guru Ross Anti from the celebrated Equinox gym franchise.

A true grass-roots event, the vibrant fishing community of Treasure Beach will provide the backdrop for the race which will comprise a **500m swim - 25k bike ride - 7k run** across rugged red terrain and warm and wild sea. The link for the entrance registration and more information is: <https://endurancecui.active.com/event-reg/select-race?e=10344452>

All proceeds raised will benefit local non-profit organisation Breds. Founded by Jakes' owner Jason Henzell Breds' main mission is to promote **education, sports, cultural heritage** and **emergency healthcare** in the area through various initiatives such as the foundation of pioneering sports community facility **Treasure Beach Sports Park** and the **Treasure Beach Sports Academy, Black Galleon Fish Sanctuary** and the **Greater Treasure Beach Sustainable Development Plan**. As well as their fitness retreats with Ross Anti the team at Jakes has also recently introduced **dedicated yoga retreats** to complement their **new rooftop yoga deck** and the sea facing **Driftwood Spa**, ensuring the pioneering south coast abode continues to provide a fitting base for the community's emerging fitness and sports tourism offerings.

Jakes' Triathlon Package includes:

- 5 night single occupancy accommodation in garden view
 - 1 Swedish massage
 - 2 Yoga classes
 - 1 Warm up bicycle ride
 - Registration to triathlon
- From US\$1050 including tax (\$875 before tax) per person***

A Fitness Trip in Rebel Terrain with Ross Anti includes:

- **Thursday, April 16th:** Pre-dinner mobility and training session followed by dinner of fresh fish and just-picked produce.
- **Friday, April 17th:** The following day guests jog to the sports park for circuit training at the Ross-designed outdoor gym, followed by a juice and a properly Jamaican breakfast. After afternoon relaxation guests will enjoy a bike-based tour of the surrounding farmlands with local guides Damian Parchment and Howen Campbell.
- **Saturday, April 18th:** Day two starts with a **hardcore circuit at the crack-of-dawn**. After powering up with breakfast at Jakes there will be an afternoon of biking or hiking followed by an evening recovery session with soothing stretches and a night swim. There is also the option to take part of the **Off-Road Triathlon**, either way there'll be plenty of time for guests to cheer on those taking part.
- **Sunday, April 19th:** With nearly 20 various hiking/biking routes to choose from, the entire group will convene the night before to select the one to finish off the trip. After the calorie blasting day, guests will gather to celebrate their time together at Jack Sprat for conch soup and fresh seafood.
- **Monday, April 20th:** home time.

From \$1,000 per person including four full training sessions at Jakes or Sports Park, three hiking/biking excursions, two home-cooked, family style meals, transportation to and from the airport and in and around St. Elizabeth

During their stay athletes and guests can explore the area with **Black River Safaris, heritage tours of** (Treasure Beach capital) **St Elizabeth** and enjoy excellent Caribbean fare, fish grills and freshly made salads from **Jakes Country Cuisine** and at the neighbouring **Jack Sprat Restaurant**. Charismatic local bike and hike guide Damian Parchment plays double duty as an impressive chef for a special cook-out night that comes early in the trip. The group will gather together at a villa where he'll fill massive pots with concoctions of just-caught, spicy steamed seafood, stewed beans, flavorful boiled yams, curried meat and oftentimes rice with hunks of Jamaican pumpkin. The feast generates amazing conversation and fuels the group for the next day's epic fitness activities. And whilst Jakes' **new juice bar** serves up wholesome smoothies and fruit juices, there's also the option to sample the legendary rum cocktails from **Dougie's Bar** or board a boat and head for Red Stripe sundowners at the off-shore Pelican Bar.

For further information and booking visit www.jakeshotel.com

Notes to editors

About Jakes:

Guests and locals mingle cheerfully at Jakes with its 31 secluded cottages and 49 rooms set on six acres of land. Set in the small seaside fishing village of Treasure Beach on Jamaica's south coast and renowned for its laid back atmosphere, this boutique resort offers excellent Caribbean fare from Jack Sprats Restaurant, legendary rum cocktails from Dougie's Bar and sumptuous treatments at the Driftwood Spa, all the while exuding an inimitable personality and charisma. Run by the Henzell family, responsible for Jimmy Cliff's The Harder They Come, the hippest Caribbean film of all time, the bohemian atmosphere comes as no surprise.

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