



The Jamaican Canadian Association (JCA) is to deliver programs and services, provides a physical hub, and to advocate to improve the well-being and equity of Jamaican, Caribbean & African-Canadian communities within the Greater Toronto Area.

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## For Immediate Release

### THE JCA RECOGNIZES AND AWARDS TWO ORGANIZATIONS FOR THEIR STAUNCH SUPPORT OF MISS LOU!

**Toronto, ON –** What a Boonoonoonos Time!

On Sunday February 10<sup>th</sup>, The Jamaican Canadian Association (JCA) launched Black History Month with its **19<sup>th</sup> Annual Boonoonoonos Brunch Celebration**. The JCA was alive and filled with the sounds of laughter, music and patois as they celebrated the life and legacy of Mrs. Louise Bennett, also known as “Miss Lou”.

Close to 300 guests enjoyed a traditional Jamaican brunch and were entertained by playwright and actor Marcia Brown, poets Nadine Williams and Jermaine Cowie, the Elite Dance Troupe and author Nadia L. Hohn. Those in attendance were also thrilled that the Honourable Olivia ‘Babsy’ Grange, Minister of Culture, Gender, Entertainment and Sport, Government of Jamaica was able to join in the celebration.

In her address to attendees, Minister Grange thanked the JCA for hosting this year’s Boonoonoonos Brunch and for tirelessly promoting Jamaican Culture. "This is the centennial year of the birth of Miss Lou. She was a cultural activist, writer and entertainer! She was a pioneer in promoting our language at a time when it was not popular to do so. Miss Lou gave us a sense of self and it is fitting that this celebration is during Black History Month in Canada". The Minister also informed all in attendance of the planned opening of the Square in Miss Lou's honour and invited all Jamaicans to come to Jamaica for this historic occasion.

Per the current JCA president Adaoma Patterson “The JCA Annual Boonoonoonos Brunch is a tradition that began in 2000 as a fundraiser and celebration of culture during Black History Month. I am so pleased that this event continues to garner so much attention and support. It was moving to see a new generation of children and young adults embrace the lessons and cultural pride Miss Lou was so famous for.”

This year the JCA recognized and awarded the Harbourfront Centre and McMaster University for their contributions to documenting Miss Lou’s legacy and recognizing her contribution to the Canadian mosaic.



Minister Grange (left) and Inspector Stacy M. Clarke

JCA will continue the celebration of Miss Lou’s 100th anniversary with a group trip to Jamaica September 5 to 12. JCA will be on hand as the Government of Jamaica officially opens the Miss Lou Square in Gordon Town. For details on this trip, visit <https://jcaontario.org/miss-lous-100th-birthday-in-jamaica-with-the-jca/>

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