

Approximately 20 primary and high schools will benefit from a variety of Heritage materials, including posters and video presentations, courtesy of the Jamaica Information Service (JIS), during Heritage Week, October 10 to 18.

Chief Executive Officer (CEO) of the **JIS**, Donna-Marie Rowe, made the announcement Wednesday (October 6) during an interview with **JIS News**.

**JIS**

She explained that the Agency's involvement in Heritage Week will serve to engender a greater spirit of nationalism among Jamaicans, as it fulfills its strategic objectives, as an agent of change.

She noted that, last year, the JIS started a very comprehensive approach to Heritage Week and wished to continue it this year, because it is part of the Agency's goal to engender a spirit of nationalism and nationhood in citizens.

"We feel that Heritage Week is a good launching pad for us to remind citizens what it means to be Jamaican," she emphasized.

Schools expected to benefit include: Clarendon College, Clarendon; Mount Alvernia High, St. James; Coopers Hill Primary, Portland; and Ocho Rios Primary, St. Ann.

Mrs. Rowe pointed out that a ten per cent discount will be given on items valued at \$1,000 and over.

"Every year, we endeavour to revive our publications to mark Heritage Week and this year is no different. We will be selling the items in the regional offices, as well as in the Research and Publications Department at our Head Office at 58a Half-Way Tree Road," she explained.

"We will also be selling the material at promotional events staged by our regional offices, as well as expos and exhibitions in which we will be participating," she added.

The Heritage items which will be on sale include posters and brochures of National Heroes, symbols, Jamaican flags, books, CDs with folk and heritage songs and DVDs with a wide variety of Heritage related information. Interested persons are encouraged to support the initiative, and turn out at the schools.

"We want to appeal to teachers, school administrators, students, parents and guardians to come on out to the JIS offices across the island. The Agency is always very enthusiastic about Heritage Week, and we will be mounting exhibitions and showing videos in schools," the CEO informed.

JIS regional offices are located in Ocho Rios, St. Ann; Port Antonio, Portland; Montego Bay, St. James and Mandeville, Manchester.

Heritage Week is being celebrated from October 10-18 this year under the theme, 'I Believe in Jamaica. Our People, Our Land, Our Heritage'.