



RELAVATIONS GROUP, LLC

BEYOND PERFORMANCE

CREATING EVENTS THAT MAKE YOUR THEATRE A DESTINATION

A GOSPEL CELEBRATION

NO ORDINARY CHRISTMAS

Christmas in Bermuda

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Radio City Station
New York, New York
10101-1995
Tel: 800-692-9838
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Bermuda as a Christmas Destination...

Not to the average mind but... IT CAN BE!

For many, Christmas is cold, lonely and even depressing, yet still the concept of a white winter Christmas is so strong that many don't think about alternatives.

"No Ordinary Christmas" offers a concert spin on the traditional holiday fare such as "The Nutcracker" and "Scrooge" much as Bermuda challenges the notion of snow and winter weather as necessities for the season's celebration. Heating things up during Bermuda's off season with gospel renditions and stellar music performances now puts Christmas in a whole new light. Not just as a production but as an event!

PRESENTING:

"The Feed Your Spirit Holiday Gift Weekend" in the Beautiful Island of Bermuda featuring the Gospel Celebration, "No Ordinary Christmas". A spiritual renewal weekend of music, recreation and relaxation" showcasing Bermuda's Finest Talent and a Star Studded Cast of International Performers.

By creating an air of a music festival, "No Ordinary Christmas" celebrates Jazz, R&B and as the holiday dictates, its primary focus -- GOSPEL! The production's ability to change gives it great flexibility in including new artists, which encourages the fans of both the music and the artists to attend. The production at present enticingly boasts familiar Broadway talent as part of its continuous roster.

As the show becomes the event, the artists attract the tourism. Concert promoters and artist agents have already sought the production as a means to promote and feature both new and established recording artists to their fans. Raising the bar by producing future incarnations of "No Ordinary Christmas" as a holiday gospel festival directly from Bermuda will aid in cost reduction, increased community involvement, and present a base for both concert promoters and artists alike.

As an annual celebration, creating a new tradition, **Christmas in Bermuda** can become an event to enjoy the holiday season, the music, and most of all -- BERMUDA.

"No Ordinary Christmas" in Bermuda is just that, a departure from the preconceived. And, utilized creatively, **Christmas in Bermuda** becomes a solid and powerful marketing campaign that hotels and merchants alike can jump on.

PRODUCTION HIGHLIGHTS

- An inspired ever-changing Gospel Celebration
- Internationally acclaimed West End and Broadway performers
- Highlighting Local Talent
- Grammy Nominated Musical Arrangements

BEYOND PERFORMANCE

HIGHLIGHTS

- A continuous internet presence creating performance and Bermuda Tourism Awareness.
- "Built in" **word of mouth** choir involvement and sales generation.
- Broadway, Recording and Television Artists create name recognition, interest and inform their fans of their performance schedules.
- Major marketing potential as a holiday music festival.
- Residential marketing encouraging family Holiday travel to Bermuda and not away from it.
- New York Marketing firm overseeing the promotion seeking to generate tourism for your event.

"CHRISTMAS IN BERMUDA"

The Feed Your Spirit

Holiday Gift Weekend

Featuring the Gospel Celebration

"NO ORDINARY CHRISTMAS"

A spiritual renewal weekend of music, recreation, and relaxation.

Come, treat yourself, and

FEEL THE LOVE



About The Music

The Broadway Inspirational Voices (BIV)

A Grammy Nominated diverse professional choir composed of New York's finest actors, singers and dancers from the Broadway stage.

The mission of Broadway Inspirational Voices (**BIV**) is to bring people of all races and religious backgrounds together to explore and perform traditional American Musical art forms with an emphasis on Gospel music.

NO ORDINARY CHRISTMAS is pleased to feature the inclusion of **BIV's** musical arrangements recorded under the direction of Michael McElroy, from the Grammy Nominated CD "Great Joy".

Featuring:

Joy to the World
Go Tell it on the Mountain
Hark! The Herald Angels Sing
Away in a Manger
The Little Drummer Boy
Oh Holy Night
and others



Excitement!

...its what Theatre should be.



No Ordinary Christmas lighting Concept by Christopher "Shadow" Edwards nominated for Outstanding Lighting Design in the 2006 Kevin Kline Awards.

About The Show

The Classic American "Scrooge" meets the oft controversial spirit of the Langston Hughes "Nativity" in a "dream" that unfolds and challenges rhyme and reason with special appearances from King Herod, his henchmen, his personal advisor Madam Kleeo and the "Greek Chorus" who delight in the character roles they undertake for the sake of tormenting and uplifting the main characters.

The cast is multiracial, the tale is universal.

No Ordinary Christmas is lifted by its mix of Original Contemporary Christian music with Traditional Gospel for an evening of delight featuring the GRAMMY Nominated musical arrangements of the Broadway Inspirational Voices, the vocals of Cherisse Scott from the National Tour of "Mahalia", Drama Desk nominated Capathia Jenkins, original works from Monroe Kent III from London's West End Production of "UNFORGETTABLE", and the music of Kirk Franklin.

Music and mayhem abound in this spiritual revival that is sure to become a holiday classic.

When a student chooses to base her "historical" term paper on the Nativity, neither she nor her instructor is prepared for the backlash that ensues when her main character Ethaniel sends up a seemingly simple prayer for change.

A CHRISTMAS THAT IS ANYTHING BUT ORDINARY.

Opening Night Reception @

the Ruth Seaton James Centre for the Performing Arts

the **Feed Your Spirit Holiday Gift Weekend** kicks off with the opening night of “No Ordinary Christmas” a Gospel Celebration and you are invited to attend its reception! There’s still music in the air! Come meet both the local and international talent that make up this production.

Guest Speaker (TBA)

Old time religion, modern day decisions. Join us as we seek answers for the application of His word in our daily lives. Biblical principles to live by even in today’s quickly changing world.

Spiritual Talk Back Sessions

Let Me Encourage You as I Encourage Myself.

A panel of the anointed and appointed invites you into dialogue to share and encourage you along your walk with Christ. Bring your questions, Bring your Hearts, Bring your friends. It’s time to share the true meaning of Christmas.

"No Ordinary Christmas" A Gospel Celebration

Ruth Seaton James Centre for the Performing Arts

Go with God Workshop Experience

Bring your “Feed Your Spirit Holiday Gift Weekend” to a close but not to an end as we encourage you to take God with you. Maintain your new peace and recovered joy long after you leave Bermuda by putting the thoughts and practices you learn here into your daily life.

Wrap Celebration @ the Cave

Stalactites, Stalagmites... Join the cast and crew and all your new friends for one last blast as you enjoy the peace and tranquility of this lovely island from a whole new perspective... Beneath it!

Feed Your Spirit
Holiday Gift Weekend

OTHER ON ISLAND ACTIVITIES:

Late Night Christmas Shopping

(A Bermudian Tradition)

International Shoppers Passport

offering discounts with local retailers

Bermuda Home Grown Shopping Expo

featuring local crafts and Artisans

Relaxing **Cruise to the West End** to experience

Clocktower and Royal Naval Dockyard

Golf @The Fairmont Southampton

An Island gem designed to take your short game to new heights, The Fairmont Southampton Golf Course features 18 challenging par-3 holes. Taking advantage of the beautiful surroundings and dramatic elevation changes, this 2,684-yard Bermuda golf course forces prudent club selection, with the island breeze playing a definite factor. Special Packages available.

Spa Pamper and rejuvenate your Spirit @ Willow

Stream, the Spas at Fairmont. Creating authentic experiences where just being here is a joy.



Local designers show their style

An exclusive Fashion Show featuring local Designers is on tap to both entertain and tempt you into just the right outfit for the coming festivities.

What a pleasant way to spend a Saturday evening.

VIP Holiday Shoppers Paradise

Be sure to attend this one!

It's **A Fifth Avenue of high end Bermuda Retailers...**

Enjoying your stay at the Fairmont Southampton?

Can't seem to leave the comfort of the hotel?

That ok, because this VIP Holiday Shoppers Paradise is finding its way to you! .



SANDRA BLACK
Communications Consultant

- President & CEO -- Imago – Public Relations Co., Inc.
- Over 25 years experience in non-profit, corporate and entertainment public relations
- Over 25 years experience in producing corporate and special events
- Former Director, C. Ottley Strategies, a national agency focusing on special market development
- Former Public Information Coordinator, Healthy Start/NYC project and Chairperson of Washington-based committee
- Staff Manager in External Affairs, NYNEX (now Verizon)
- Consultant to RP Lewis & Associates
- Consultant to RelavationS Group, LLC

Highlights of Career

- Successfully coordination execution of “Chemical Connections: Partnership with a Vision” campaign for bank, which garnered the Public Relations Society of America’s “1996 Big Apple Award” in its category. (C. Ottley Strategies)
- Helped to strategize national information and education campaign with the Ad Council and the March of Dimes that significantly reduced infant mortality in 15 cities nationwide. (Healthy Start/NYC)



Monroe Kent III

performed in the West End of London and off-Broadway; in the highly acclaimed production of Five Guys Named Moe and in the role of AARON in Black Nativity with Hattie Winston of BECKER and Rhetta Hues.

National tours in the include reprisals of the role of Curtis Taylor Jr. in Dreamgirls, and Andre in Ain't Misbehavin'.

Monroe could also be seen on the PBS Special 'Hey! Mr. Producer,' a star studded gala performance where he was presented to the Queen of England and His Majesty the Duke of Edinburgh in a tribute to Sir. Cameron Mackintosh.

Recordings include his solo debut album “Black to Broadway” and the Barbara Cook Holiday Album “Count Your Blessings”.

His involvement with the “Broadway Inspirational Voices” has given him the opportunity to perform on Broadway with Vanessa Williams at the Palace Theater, Heather Headley at the New Amsterdam and for the release of their Grammy Nominated CD “Great Joy” along with Tony winner Phylicia Rashad.

Having reached his goals as a performer in 2000 and no longer content with the roles available, Monroe began producing musical theatre with a desire to create new works of diversity and new opportunities in theatre and in music from the viewpoint of the artist and an emphasis on the spirit!

And... a company was born.



Raymond P. Lewis excelled while working for public relations firms. He wooed clients as an account manager for UniWorld Group Inc. and as a media relations and promotions manager for the C. Ottley Strategies firm. He founded RP Lewis and Associates, his events marketing and public relations firm.

Lewis has pushed a Kwanzaa holiday expo, JazzMobile and West Indian American Day Parade for Chase Manhattan Bank. But what is even more promising for RPL's bottom line is the relationship he established at this year's Entrepreneurs Conference with YPB/Christian, a Florida-based marketing and public relations firm.

It is important that my clients be pleased with the outcome of the tasks they have entrusted to me,” Lewis said.

- Over 20 years experience in sales and event marketing
- Manager, Multicultural Sales and Event Marketing for Village Voice Newspaper.
- Generated incremental VV revenue with Cultural Supplements created, sold, and produced with complimentary Cultural Special Events
- Manager, Media Relations & Promotions for C. Ottley Strategies. LTD
- Managed \$1.2 mil Advertising budget and placement for multi-cultural media buys in all mediums; and coordinated corporate and community events.
- Manager of Entertainment and Event Marketing for Uniworld Group, Inc.

Our goal is to provide our clients the best in creativity, originality, and excellence in event production and execution utilizing the best resources available to ensure the success of their events to garner market endearment.

HOW THIS ALLIANCE BENEFITS YOU...

By combining the strengths of a New York production company, the marketing savvy of a public relations entrepreneur, and the expertise of a communications consultant, RelavationS Group, brings you a theatrical experience to rival the best and the added benefit of a strong audience, increased tourism and the finesse to maneuver it all.

Associating with vendors who exhibit a vested interest in the success of a project increases the opportunity to create a dynamic package with impact and value to the consumer when our production ceases to become a one-off product but an EVENT that is well marketed and publicized drawing both tourism and locals to participate in the festivities.

Together they create, market, and publicize an event capable of sustaining itself and supporting the local market while enticing consumers to come back for it year after year.

Building Tourism

Travel Packages

Liberty Travel
YTB
Bermuda Tourism Vacation Packages

Marketing Strategies

Target Cities
New York, New Jersey, Philadelphia, Connecticut,
Chicago, Los Angeles, Washington DC
Baltimore, Atlanta, Detroit

Target Audience

Affluent African American: Organizations, Sororities, Fraternities
Religious Groups, Mega Churches, Women's Organizations

Added Value

Invited Guest Ministers
Rev. Dr. Suzan Johnson Cook
Rev. A.R. Bernard
Bishop Bernard Jordan
Joyce Meyers
Rev. Cynthia Hale

Seek Local Talent and Headliners
Host Opening and Closing Reception

On-Line Marketing

AOL Black and Latin Voices
Rushmore Drive.com
African American Press
Religious Press
Radio Partnership
Gospel Music Foundation of America Partnership
Main Stream Media Stories in Travel Section
National Baptist Convention (On-Line and Print Media- National)
The Love Express - National Religious Newspaper

Weekend Schedule

"No Ordinary Christmas"

A Gospel Celebration

Ruth Seaton James Centre for the Performing Arts

Wed. December 3, 2008 2:30*

Wed. December 3, 2008 7:30

Thurs. December 4, 2008 7:30

Fri. December 5, 2008 7:30

Sat. December 6, 2008 2:30

Sat. December 6, 2008 7:30

Sun. December 7, 2008 3:30

Sun. December 7, 2008 7:30

"EVENTS"

Thursday December 4th

Reception following Performance at the
Ruth Seaton James Centre for the Performing Arts

Friday December, 5th

11-1pm Guest Speaker

2-4pm Spiritual Talk Back Sessions

Friday December, 5th

12-5pm VIP Holiday Shoppers Paradise

\$1000.00 passport shopping for the first 100 to attend.

Saturday December 6th

1-3pm Exclusive Fashion Show featuring

Local Designers

Sunday December 7th

12-2pm Go with God Workshop Experience

8-12am Wrap Celebration @ the Cave

Golf

Special golf packages available to our guests on one of

Bermuda's PGA certified golf courses

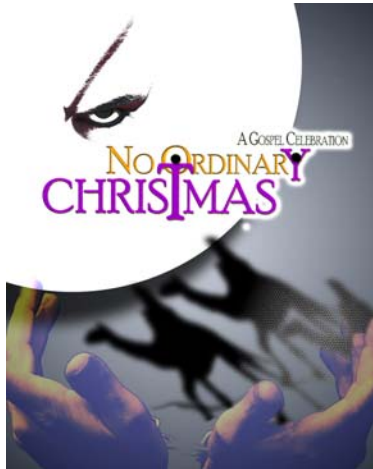
Spa

Pamper yourself and rejuvenate your spirit at the

Fairmont Southampton's State of the Art Day Spa,

Sun And More....

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DAREN RETURNS TO BERMUDA WITH FILM CREDITS SUCH AS "DREAMGIRLS", "FAREWELL ATLANTIS", "KYLE TV", AND "THE CURSE OF THE BLACK DAHLIA". THEATRE CREDITS INCLUDE "SWEENEY TODD", "SEVEN GUITARS", AND "SMOKEY JOE'S CAFÉ". "NO ORDINARY CHRISTMAS" IS PLEASED TO WELCOME MR. HERBERT TO THE COMPANY.



**Bermuda's Own
Daren A. Herbert**



Cherisse Scott

THIS FASCINATING ARTIST COMES TO "NO ORDINARY CHRISTMAS" FRESH FROM THE HIT GOSPEL TOUR **MAHALIA**.

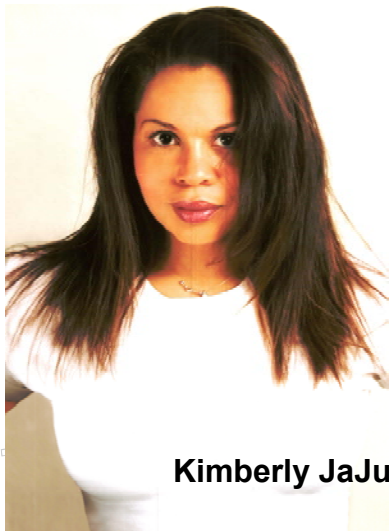
CHERRISSE HAS SHARED THE STAGE WITH INDIA ARIE, COMMON SENSE, AND MARY MARY. SHE HAS ALSO PERFORMED NATIONALLY IN *DISNEY'S AMERICAN TEACHER AWARDS*.



Andre Demps

THIS TALENTED VOCALIST/PIANIST/ MINISTER OF MUSIC HAS RECORDED WITH MAJOR ARTISTS AND IS A MEMBER OF THE INTERNATIONALLY ACCLAIMED RECORDING ARTISTS, **SOUNDS OF BLACKNESS**.

NO ORDINARY CHRISTMAS IS HIS SECOND RSTGI PRODUCTION, HAVING WOWED AUDIENCES IN UNFORGETTABLE.



Kimberly JaJuan

THIS BROADWAY PERFORMER HAS APPEARED IN ANDREW LLOYD WEBBER'S MUSIC OF THE NIGHT, RAGTIME, DREAMGIRLS, AND RUNNING MAN. OTHER CREDITS INCLUDE LAW AND ORDER, PREACHING TO THE CHOIR, AND PRIVATE PARTS.

Featuring Guest Artists



Ms. Kim Burrell



Dr. Suzan Johnson Cook, Rev Clifton Davis, Denise Hill



EDISON HERBERT HAILS FROM LONDON AND HAS TOURED WITH UNFORGETTABLE "THE NAT KING COLE STORY" SINCE ITS WEST END RUN IN 1996.

A TRULY TALENTED MUSICIAN AND SONG WRITER, EDISON HERBERT BRINGS AN IMPECCABLE GIFT TO THE PRODUCTION OF **NO ORDINARY CHRISTMAS** AS MUSICAL DIRECTOR AND GUITARIST.

TIMOTHY FOSTER

AS "ANGELIS" IN NO ORDINARY CHRISTMAS.

