

Neal & Massy Group sponsors All Stars

TRINIDAD All Stars Steel Orchestra will have a new sponsor from tomorrow — the Neal and Massy Group.

At a Press conference yesterday, Gaston Aguilera, Neal and Massy's Finance Director, said the full sponsorship will cover management support and expertise, assistance with advertising and promotion, and financial support.

He did not reveal the sponsorship budget but said the sum decided on was arrived at after discussions between the organising committee of the Neal and Massy Group and steelband officials.

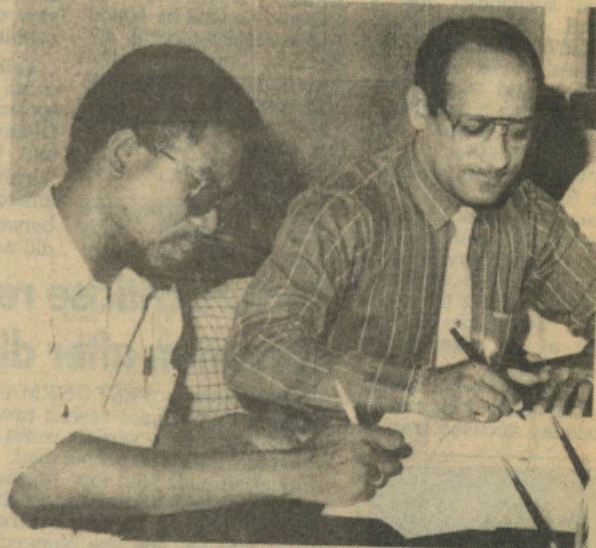
The orchestra will now be known as the Neal and Massy Trinidad All Stars, he added.

Festival Participation

All Stars has been unsponsored since last March when Catelli withdrew its sponsorship of 20 years.

According to Beresford Hunte, leader of All Stars, the sponsorship by Neal and Massy will see the band participating in Pan is Beautiful V World Steelband Festival which runs from October 20 to November 6 at the Jean Pierre Complex, Port-of-Spain.

Hunte said the orchestra will win the festival not only for All Stars but also for Neal and Massy.



Beresford Hunte, leader of Trinidad All Stars Steel Orchestra and Gaston Aguilera, Neal and Massy's Finance Director, sign the agreement formalising the sponsorship of the steelband by the Neal and Massy Group of Companies. *Photo by CARL SUTHERLAND*